

LIFE



SUNDAY SCHOOL

JUNE 2, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



NEW! *Super-Moist Cold All Glass Shelves Keeps Foods Fresher Longer!*

Typical of Kelvinator's 1941 Extras are the glass shelves—glass-enclosed Cold-mist Freshener—and wall-concealed Cooling Coils of this new Moist-Master!

YES, I am enthusiastic—and what modern retailer wouldn't be. . . Never have I seen a refrigerator like this massively beautiful, new Kelvinator "Moist-Master."

All shelves are of crystal-clear glass. There are two distinct sets of Cooling Coils—one to freeze ice—another concealed in the walls to provide ideal refrigeration without the need of covered dishes. And in the super-moist cold of the glass-enclosed Cold-mist Freshener, uncovered left-overs and vegetables stay fresh for days.



A Kelvinator "Extra" 5-Way Magic Shelf

Yes, it's a honey—and no mistake! . . . And there are seven other big 1941 Kelvinators to choose from.

Look at the beautiful, low-cost Model SS-6A, for instance. . . only \$124.75*. You get, not 6, but 6¾ cu. ft. of room—plus the economical Polarsphere Sealed Unit—plus the exclusive, new Polar Light—plus the easy-to-clean Stainless Steel Cold-Ban.

Then step right on up the line. Look at the "extras"—the amazing 5-Way Magic Shelf—big Vegetable Bins—oversize glass-covered Crispers—glass-covered Meat Chests . . .

. . . each model priced lower than you could well believe.

And here's why. Kelvinator's new, less-expensive way of doing business saves money *all along the line*. You pocket the difference.

Let us show you these utterly new 1941 Kelvinators—today!

Kelvinator Division

NASH-KELVINATOR CORPORATION
DETROIT, MICH.

*Prices suggested are for delivery in your kitchen with 5-Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies. In view of rising costs, prices subject to change without notice.

3 Big Models Less Than \$145*

MODEL SS-6A

only \$124.75*

MODEL DA-6

EQUIPPED

only \$134.95*

MODEL S-6

PACKED WITH EXTRAS

only \$144.95*



MODEL M-6 (illustrated) ONLY \$179.95*

No more unsightly, hard-to-clean screwheads. This beautiful Stainless Steel Cold-Ban takes their place.

LOOK AT THE BEAUTY • LOOK AT THE EXTRAS • LOOK AT THE PRICE

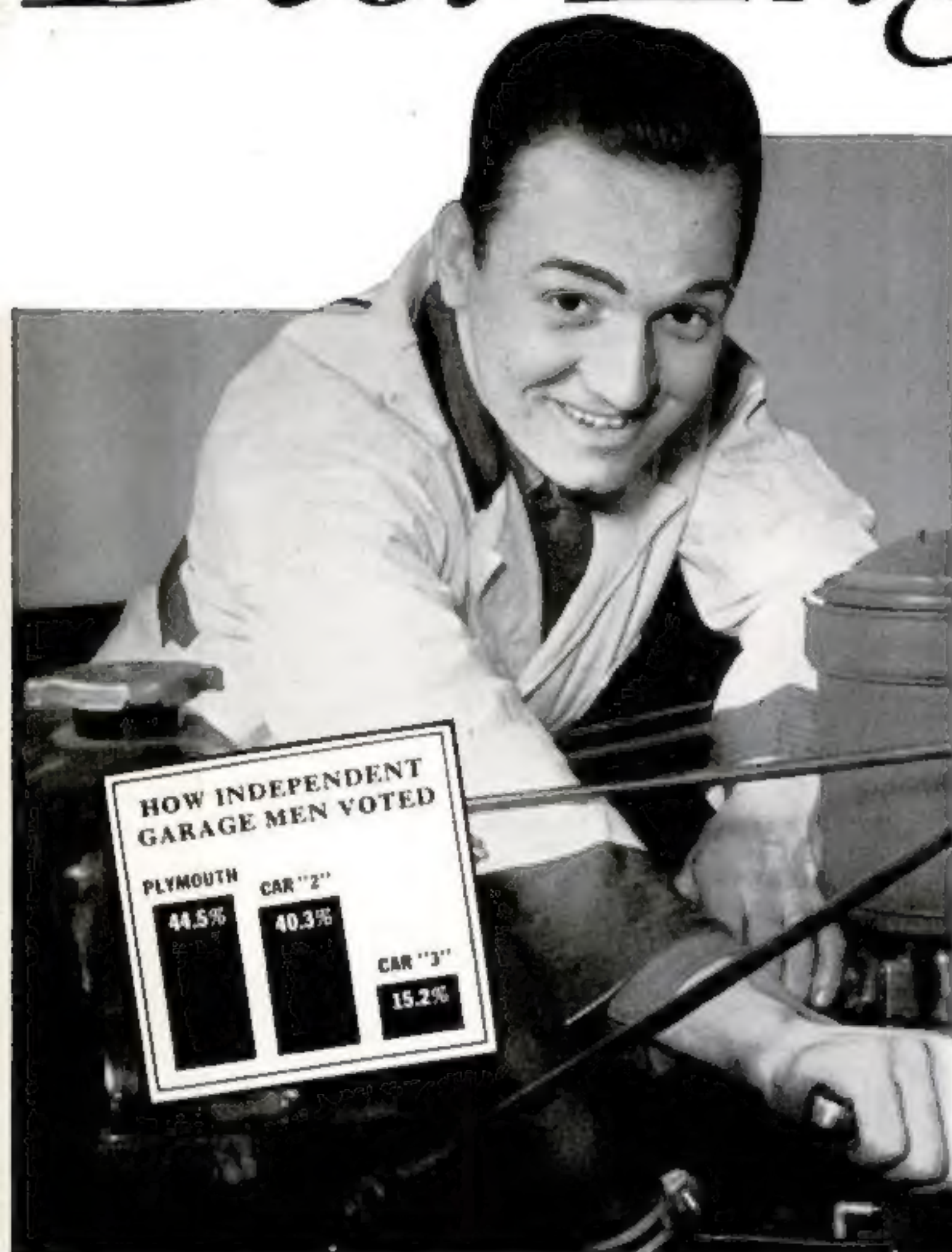
Get More

Get

KELVINATOR

**"I Work On All The Low-Priced Cars—
I Know Plymouth is**

***Best-Engineered*"**



**That's the Verdict of
Independent Garage Men**

*In Nation-wide Survey they
Picked Plymouth as Best-Engineered
of "All 3" Low-Priced Cars!*

ONE RIDE in this new Plymouth, and you'll know why independent garage men vote Plymouth first in engineering. It's the finest low-priced car in history!

You'll find Plymouth faster on the getaway, a stronger climber... because it has greater power per pound of weight than either of the "other 2" low-priced cars!

You enjoy greater roominess, made possible by Plymouth's big 117-inch wheelbase. You have

Safety Rim Wheels—designed to protect you in case of blowout.

The Quality Chart at your Plymouth dealer's shows Plymouth is the low-priced car most like high-priced cars. And Plymouth is lowest-priced of "All 3" on many models. *Prices subject to change without notice.* PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

TUNE IN MAJOR BOWES, THURSDAYS, C. B. S.
SEE PLYMOUTH'S COMMERCIAL CARS!

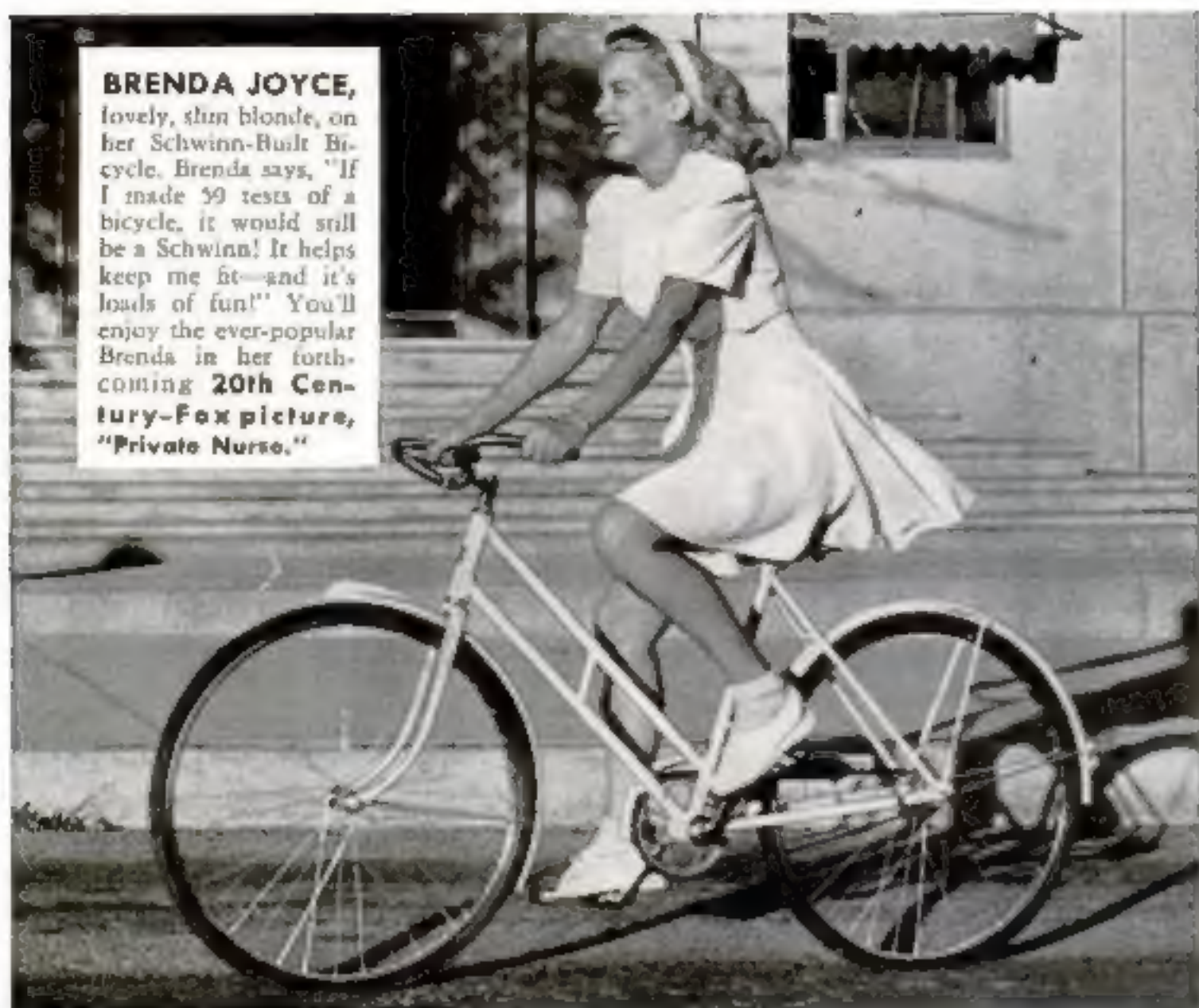
Plymouth

CHRYSLER CORPORATION'S NO. 1 CAR

Longest Wheelbase of "All 3"
Widest Rear Seat of "All 3"
Greatest Power Per Pound of "All 3"
Biggest Safety Advance of "All 3"
Widest Color Choice of "All 3"
Most High-Priced Car Features of "All 3"
Lowest Prices of "All 3" on Many Models



A Summer of Fun Ahead



BRENDA JOYCE, lovely, slim blonde, on her Schwinn-Built Bicycle. Brenda says, "If I made 59 tests of a bicycle, it would still be a Schwinn! It helps keep me fit—and it's loads of fun!" You'll enjoy the ever-popular Brenda in her forthcoming 20th Century-Fox picture, "Private Nurse."

... IF YOU'RE RIDING A Schwinn-Built Bike!

● Have you "equipped" your boy or girl for summer? There's "something wonderful" you can do for them! Get them a genuine *Schwinn-Built* bicycle, on which to roam all summer long, in grand outdoor exercise, on happy outings with the "gang"!

Bicycling's fun—and Schwinn-Built means *everything* in a bicycle—greatest safety with the Schwinn Super Safety Brakes, easy running, racy lines, newest accessories. Not only brilliant, durable finishes, but finest engineering.

Schwinn-Built are the only bikes that carry a written **Lifetime Guarantee**—yet they cost little or no more than ordinary bicycles!

Let your boy or girl ride a *Schwinn-Built*, too! 38 models—a range of prices—sizes right for every age. And to be sure it's *Schwinn-Built*, just look for the Schwinn Seal of Quality on the frame—at your local dealer today.

Arnold, Schwinn & Co., 1728 Kildare Ave., Chicago, Ill.



FREE! "MOVIE CYCLORAMA"

Hollywood Stars—and latest model bikes!

—with ten big full-color pictures of movie stars on their favorite bikes, and all latest Schwinn-Built models. Every boy or girl wants one. For Free copy, send postcard to Arnold, Schwinn & Co., 1728 Kildare Ave., Chicago, Ill.



Schwinn-Built Bicycles

GUARANTEED FOR LIFE

LETTERS TO THE EDITORS

India

Sirs:

The enclosed picture was taken in March 1939. It is not difficult to recognize its similarity of setting to the picture at the beginning of your article on India (LIFE, May 12). The person seated on the border is Robert S. Cor-



PRINCETON INVADERS INDIA

bin who, along with John A. Cashman and myself, was visiting in Northern India during a trip around the world after graduating from Princeton the year before.

JOHN W. BITNER

New York, N. Y.

Sirs:

There are several points in the photographic essay on India which do not agree with the factual reports received from India by the British Library.

"India's war effort has been close to a total flop."

The King in a recent message to India said: "From the Provinces of India and the Indian States has flowed a constant and invaluable stream of men, money and material." Eighteen thousand applications in response to a call for 350 recruits for the Indian Air Force is far from "a total flop."

"India has been very slow in responding to a British Army call for 500,000 men."

There was no "British Army call for 500,000 men" from India. It was the Government of India that decided last summer to recruit an additional 100,000 men for the Indian, not the British Army. The response was so overwhelming that it was decided to aim at the recruitment of 500,000. This total was reached before March 1. This force is in addition to the 60,000 Indian troops overseas, many of whom have fought with great distinction in Libya and Eritrea.

"India produces boots, blankets, rifles, small-arms ammunition and light guns, but not much else, for the Army of the Middle East."

Tanks, motor-transport vehicles, armored cars, field artillery, bombs and mines are being manufactured in Indian factories, mine sweepers and patrol boats in Indian shipyards.

"Moslems... might take any risk to throw off British rule."

Mr. Jinnah, president of the All-India Muslim League, said recently: "Our fate is linked with that of Britain. We are ready to shed our last drop of blood and part with our last penny to assist Britain."

I will only add that it would be difficult to find in India British men and women in normal health who are dressed and undressed by servants, and whose toothbrush is handed to them with paste on it. This description is clearly the invention of simple malice which I very much regret to see enshrined in the pages of LIFE.

ANGUS S. FLETCHER, Director
British Library of Information
New York, N. Y.

Sirs:

Let Britain give India back to the Indians.

CHARLOTTE HARRAH
ERIKSEN

Louisville, Ky.

One-Room School

Sirs:

I join with many other teachers to thank you for the authentic article on a

typical one-room Montana rural school (LIFE, May 12). It isn't very often that a rural teacher is publicized or the country school written about with any degree of sympathy and understanding. More than one teacher's heart, I know, beat a little faster with unassuming pride.

HENRY ELWOOD, Vice President
Northwest District of the Montana
Education Association
Kalispell, Mont.

Offer

Sirs:

I can't believe One-room School-teacher Albrecht bathes in a wash tub on Saturday nights. My Sears, Roebuck catalog, which I presume is a standard work in Golden Valley County, on page 686 beautifully illustrates an inexpensive portable tub. The pho-



MONTANA TUB



SEARS, ROEBUCK TUB

tograph, by coincidence, bears a striking resemblance to Miss Albrecht (see cut).

For being such a good sport in posing for the picture in LIFE, I would gladly send Miss Albrecht a tub with my compliments.

JOSEPH BRENNER

Los Angeles, Calif.

Sirs:

I presume that, in return for your pictures of her, you have promised Dorothy Albrecht a new job.

Most applications for a teaching job ask such pointed questions as, "Do you smoke, do you drink, do you go to church?" I have never seen in any of them the question, "Do you admit to your room strange male photographers, and pose nude for them in a washtub, at night with the lights on and the curtains up?" But I know the answer.

A. A. HUFFSTUTLER

Birmingham, Ala.

● Let Reader Huffstutler be calm: LIFE Photographer Hansel Mieth is a woman, and Miss Albrecht is happy (see below).—ED.

Sirs:

The mail I have received as a result of your story on my one-room school in Montana has frightened the local postal authorities. Some fellow in New Jersey has sent me a portable bathtub. Gobs of Army boys have written. One woman is sending me some pottery from Kentucky, another fellow is sending me a box of peaches when they are ripe, and another is sending me a subscription to an Alabama paper to make me eligible for a short story contest. The Toronto Star has offered to buy an article, too. So you see what you have done for me—I appreciate it all so much.

DOROTHY ALBRECHT

Ryegate, Mont.

(continued on p. 4)

Do you see little Billy?
 No, I see the future Captain William Steers.
 Is the Captain a Good Soldier?
 Yes. He has Courage and the Respect of his Men.
 His Smile inspires Confidence—a Bright, Appealing Smile
 that owes so much to his Lifelong use of Ipana and Massage.



**Don't risk the charm of your smile! Let Ipana and Massage help keep
 your gums healthy, your teeth bright and sparkling**



Q. *Why do so many dentists strongly urge the importance of daily gum massage?*

A. Because these dentists know that the soft, creamy foods we eat these days deny our gums the natural work and stimulation they need for health.

Q. *Are strong gums important to sound, sparkling teeth?*

A. Indeed they are! That's why it is so important never to ignore "pink tooth brush"... because that telltale tinge of "pink" on your tooth brush may be a sign of weak, tender, unhealthy gums—gums that need attention.

Q. *Does "pink tooth brush" always mean serious trouble?*

A. Not necessarily. But only your dentist can decide that question. Often, he may merely say that your weakened gums need work and exercise. And, like thousands of dentists these

days, he may very well suggest "the healthful stimulation of Ipana Tooth Paste and massage."

Q. *Can Ipana and massage really help ward off the threat of "pink tooth brush"?*

A. Indeed it can. You see, Ipana Tooth Paste does more than clean teeth thoroughly, brilliantly. For this unique dentifrice is specially designed, with massage, to aid the gums to healthier firmness. That is why the daily use of Ipana and massage is a sound, sensible habit... to help you have stronger gums, more sparkling teeth, a lovelier smile... to help guard you against "pink tooth brush."

Ipana Tooth Paste

This One

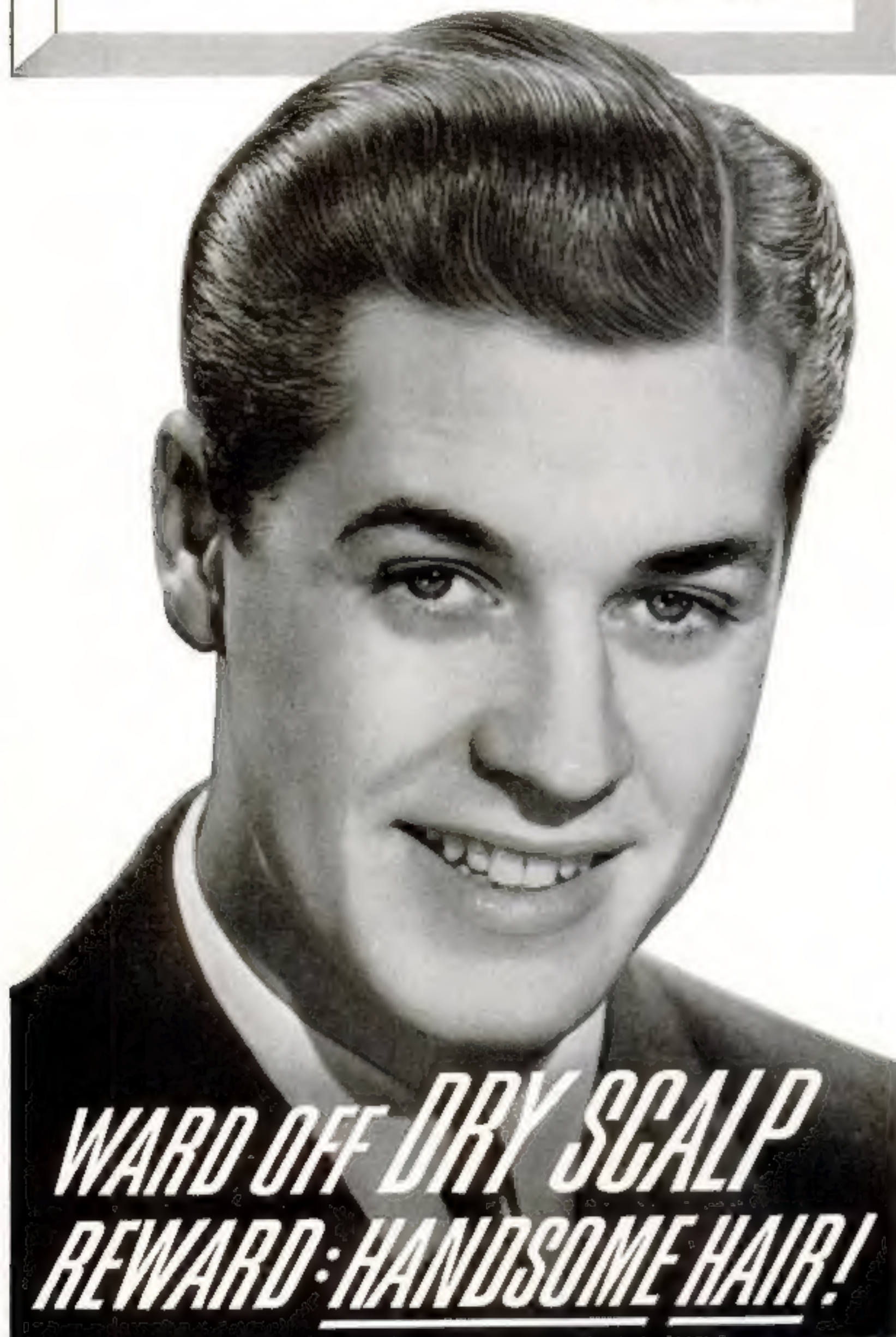


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GENTLEMEN, DON'T "DOUSE"!

Dousing your hair with water, or anything else, makes it look plastered and unnatural. To keep it well-groomed, simply use a few drops of 'Vaseline' Hair Tonic on your comb every morning. You'll be agreeably surprised!



**WARD OFF DRY SCALP
REWARD: HANDSOME HAIR!**

DON'T WAIT until itching, falling dandruff scales and abnormal loss of hair have you worrying in earnest... begin your Dry Scalp defense today!

Once a week, before shampoos, give your scalp a vigorous massage with plenty of 'Vaseline' Hair Tonic. Not only will this check normal tendencies toward dryness, but also the drying-out effect of the shampoo itself. 'Vaseline' Hair Tonic actually supplements the natural scalp oils, keeps the hair good-looking. And every morning, instead of dousing your head with water or anything else, shake a few drops of 'Vaseline' Hair Tonic on your comb and run it through your hair. It will help to keep your hair handsomely groomed all day.

'Vaseline' Hair Tonic is different, containing no ingredient that has a drying effect.

By actually supplementing the natural scalp oils, 'Vaseline' Hair Tonic aids in keeping the scalp soft and supple... as it keeps the hair lustrous, well-groomed and good-looking... Try it!



Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

LETTERS TO THE EDITORS

(continued)

"Late Tris Speaker"

Sirs:

In your Bob Feller article (LIFE, May 12), you mention "the late Tris Speaker." Since I was nurtured on the feats of that famous Cleveland Indian star and had thought him to be very much alive, your statement caused me to wonder if he was the ex-ball player, rather than the "late."

PRIVATE DICK HOLSTEIN
Fort Bliss, Texas

● Speaker is a living rebuke to LIFE's sports department.—ED.

LIFE for War Prisoners

Sirs:

I have been a prisoner of war for five months now—captured while raiding Rhodes—and I must say I miss your war photographs and war news, given in such an unbiased manner.

If any of your readers have any old LIFE's they do not want, would they be so kind as to send them to me? I can assure your readers that they would be digested a thousand times not only by myself but by the other English prisoners of war in the camp.

WILLIAM F. TAYLOR
Air Gunner, R. N.

Campo di Concentramento
Prigionieri di Guerra
Salmona,
Prov. di Aquila
Italia

● Magazines for prisoners of war should be sent parcel post, addressed to specific prisoners, giving full name, rank, designation of camp and country. They may be sent directly, or in care of the Central Agency for Prisoners of War, International Red Cross, Geneva, Switzerland, not to the American Red Cross. There is no charge for postage but a customs declaration must be attached. Packages must bear name and address of sender, also the following:

"Prisoner of War Parcel
Prisonnier de Guerre
Kriegsgefangenensendung"—ED.

Anonymous Hoopla-ites

Sirs:

I enjoyed the picture of three girls acting as targets for the game of "Hoopla," used to raise funds for the R. A. F. (LIFE, May 12). Would it be possible to find out who they are, es-



"HOOPLA" TARGETS

pecially the blonde on the right? I was disappointed in not finding their identity anywhere. Surely their task was a hard one, and it is such people who put over worthy causes.

Keep up the splendid work.

JAMES WEILER
Glendale, Calif.

● Shyly, the girls refused to release their names for publication.—ED.

**REALLY
SENSATIONAL!**

THIS SPECIAL OFFER

Manning-Bowman's
Smokeless Table Broiler,
regular price . . . \$9.95

And this 15¼-inch,
silver-plated,
"Well-n-Tree"
Meat Platter;
retail value . . . \$6.00
if sold separately

Total value . . . \$15.95

Special
offer . . . **\$11.95**

BOTH . . . \$11.95

This Special Offer good at any
Manning-Bowman dealer's, dur-
ing April, May and June only.



MANNING-BOWMAN'S Smokeless BROILER

This is the famous electric table broiler that does steaks and chops to a turn and *doesn't smoke either*—a Manning-Bowman exclusive. Here are its special features:

1. Handsome chromium finish
2. Two heats
3. Cover held vertically by notched hinges; inverted cover used as hot plate
4. Removable aluminum plate, easy to clean
5. Well-insulated walnut handle stays cool

THE "WELL-N-TREE" MEAT PLATTER
15¼ inches long. Made and guaranteed by the International Silver Company. A delightfully pleasing pattern, perfect with any table-setting. See its shining beauty, note its generous size . . . at your Manning-Bowman dealer's today.

**Manning
MEANS BEST
Bowman**

MANNING, BOWMAN & COMPANY
MERIDEN, CONN.

DRIVE IT ONCE
and you'll
drive it always

You'll want this car right away. . . .
Because it's first in power, first in
acceleration, first in riding and driving
ease, among all biggest-selling low-
priced cars. . . . And that's because Chev-
rolet is the only low-priced car with
all these major features of luxury cars!
WHY PAY MORE? WHY ACCEPT LESS?

You'll Say

"FIRST BECAUSE IT'S FINEST!"

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Again
CHEVROLET'S
The Leader



ORIGINAL VACUUM-POWER SHIFT
AT NO EXTRA COST Built as only Chevrolet builds it. 80% automatic—only 20% driver effort.



UNITIZED KNEE-ACTION

—with balanced springing front and rear, and improved shockproof steering, giving "The World's Smoothest Ride."



BODY BY FISHER

WITH UNISTEEL CONSTRUCTION AND TURRET TOP

Of the same type featured on higher-priced cars. Concealed Safety-Steps at each door. "3-couple roominess" in sedan models.



90-H.P. VALVE-IN-HEAD ENGINE

First in acceleration—first in hill-climbing—first in over-all performance, among all biggest-selling low-priced motor cars.



PRETENDING THAT HE HAS JUST BEEN BADLY WOUNDED, SHARPE STARTS TO FALL DOWN



AS HE FALLS HE REACHES FOR HIS TRUSTY GUN IN THE HOLSTER AROUND HIS HIPS

SPEAKING OF PICTURES...

... THIS IS HOW TO SHOOT IN A WESTERN

If Billy the Kid, Wyatt Earp, Wild Bill Hickok or any three other historic badmen had ever stood up against David Sharpe, the young man shown in these pictures, the chances are that two of the oldtimers would have slumped to the barroom floor before they had drawn their pistols and the third would have had only an even chance of surviving. The famous outlaws took from one to two seconds to draw and fire once. Sharpe draws and fires twice in less than a second.



HE SHOWS HOW QUICKLY HE DRAWS TWO GUNS AND FIRES



FIRST HE GRABS FOR BOTH THE GUNS IN HIS HOLSTER



HIGH SPEED CAMERA REVEALS THAT HE SHUTS EYES



JACK SAUNDERS POKES A PISTOL INTO SHARPE'S BACK WHEN SHARPE ISN'T LOOKING



SHARPE TURNS AND DRAWS HIS PISTOL WHILE FENDING SAUNDERS OFF WITH HIS ARM



BY THE TIME ONE KNEE HAS TOUCHED THE FLOOR HE HAS WHIPPED OUT HIS WEAPON



WITH A GASP HE SHOOTS UNSUSPECTING VILLAIN. THIS HAPPENS IN MOST "WESTERNS"

As the first cowboy ever produced by Hollywood in Hollywood, Sharpe is strictly ersatz. He has never been on a range. He has never worn cowboy clothes except on a movie set or in a riding academy. He willingly admits that most marines could outclass him in a shooting gallery, where aim counts more than speed.

Sharpe's career as a synthetic badman began as a child in Los Angeles, where he hung around Western

stars, practicing with their guns when he could. Later he broke into the movies with a thud by falling out of a tree in *Robin Hood*. A stint in vaudeville followed, in which he juggled Indian clubs, tossing them over his shoulder as nimbly as he now flips pistols around (see page 9).

As a movie cowboy David Sharpe has in recent years killed hundreds of men in some 150 Western pictures. Lately the movie studios have been hir-

ing him to teach novice stars how to handle a gun.

Some of the tricks which Sharpe taught his most recent pupil, Jack Buntel, who plays Billy the Kid in the forthcoming film *The Outlaw*, are demonstrated by Sharpe on these pages. Before Sharpe saw these pictures, taken by LIFE photographer Bob Landry with a high-speed camera, he never realized that he closes his eyes involuntarily when he fires. Even an ersatz cowboy winces when he closes in for the kill.



HIS FINGERS ARE ON TRIGGERS READY TO SHOOT



WITH EYES CLOSED HE AIMS TOWARDS THE VILLAIN



HE FIRES 2/5 OF SEC. AFTER TOUCHING THE GUNS



SHARPE KEEPS TURNING. BLANKS USED IN MOVIES CAN KNOCK A MAN DOWN AT 2 YD.



DAVID SHARPE FIRES WITH HIS EYES CLOSED, WHILE STILL FENDING OFF HIS ASSAILANT



Consultant Fred S. Coles of Sonotone's Phoenix, Ariz. office, congratulates Miss Freda Smith and her sister, Mrs. Vera Heberlee, on the second anniversary of the beauty shop they built on two Sonotones! Deafened in infancy, getting through school by lip-reading, seriously handicapped for 20 years, the girls never even dreamed of a shop of their own until Consultant Mary E. Coles fitted them with Sonotones.

BETTER HEARING DOES A SISTER ACT

ONE OF THE hardest things to understand about deafness is the hard of hearing person's reluctance to do anything about it.

Ordinarily, when a man's sight begins to weaken, he has little hesitancy in going to his eye specialist, and wearing glasses if needed. Indeed, the Better Vision Institute estimates that 70% of the adults in this country who need glasses, wear them at least part of the day. But when a man's hearing fails . . . well, that's another story . . . and less than 5% of the hard of hearing people in America are wearing hearing aids today.

Of course, in its early stages, deafness is so gradual that many people pay little attention to it . . . but unfortunately, a neglected hearing loss gradually tends to undermine and destroy a man's self-confidence. You can't be sure of yourself when you aren't sure of what other people say. And that lost confidence not only upsets personalities, earning power and social relations, but leads all too often to a defeatism, a hopeless, helpless feeling that there's nothing that can be done.

And yet it takes so little to change a person's life. Out in Phoenix, Arizona, live two charming sisters, Miss Freda Smith and Mrs. Vera Heberlee, whose experience is quite typical. Deafened by a "harmless" childhood ailment and seriously handicapped for years, they had so completely lost their self-confidence that Vera wouldn't get out of her husband's car to meet his friends when they were first married, and Freda was working in a Casa Grande beauty shop at a bare living wage.

But when Vera's husband got her a Sonotone so she could hear her month-old baby's voice, he changed the whole picture for the two sisters. Soon, Freda got a Sonotone, too. And a year later, these two girls, who had been afraid of life, were running a successful business of their own.

Today it is sheer folly for any hard of hearing person to refuse to look into the help that science is now able to give. The continuous scientific research Sonotone has carried on for 12 years, has brought so many improvements in hearing aids, and the *personalized* fitting of hearing aids, that today 95% of the deafened can be helped. And all that any hard of hearing person needs to do to have this scientific help brought to his office or home is to telephone the nearest Sonotone Consultant.



Better hearing brought the girls new confidence in themselves. They lost their shyness and unwillingness to meet new people. And before long, the sisters set up a little beauty shop in the front room of Vera's home.



In two years, the little shop has turned into a busier, bigger shop. Additional equipment has been installed . . . new operators hired . . . the appointment book is overflowing. And better hearing is on its way to pay a profit.



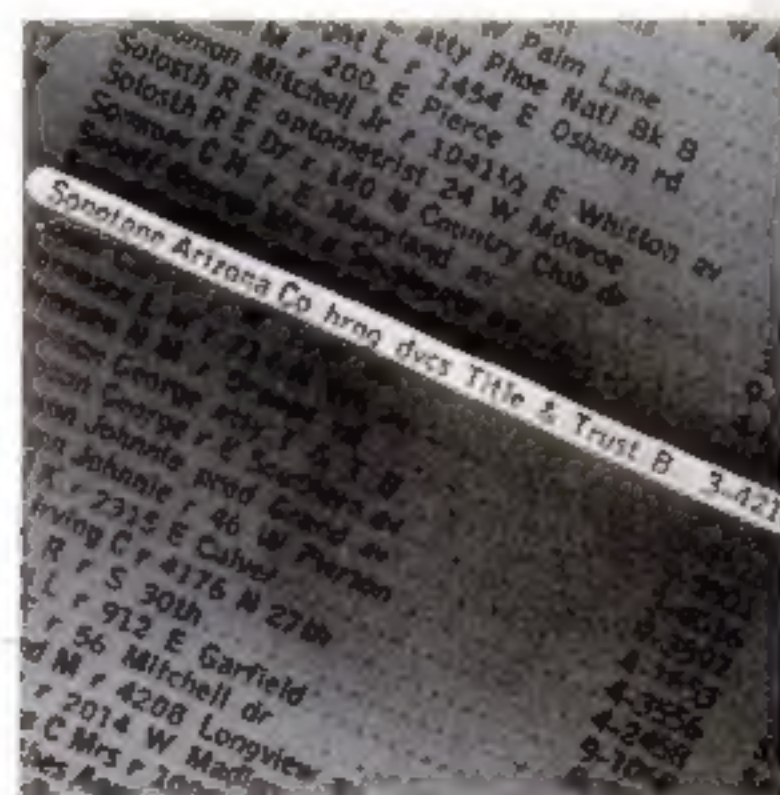
Periodic Audiograms enable Consultant Mary E. Coles to check the girls' hearing. As often happens when hearing losses are neglected, Vera's speech had been affected, but this has been largely corrected by her improved hearing.



Mrs. Heberlee romps with her adorable, 4-year old son as any young mother with normal hearing might. She never heard little Ronnie's voice until she got her Sonotone, but today her home life is entirely normal.



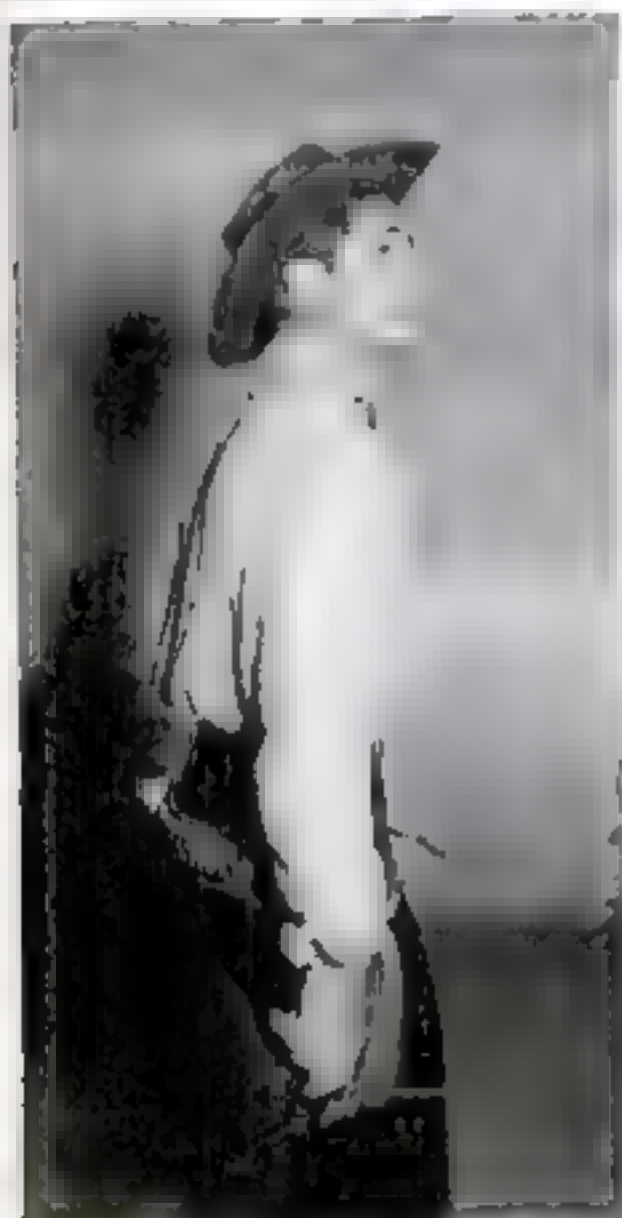
In the Elmsford laboratories, visual inspection is made of each square inch of the delicate aluminum foil used to "air-condition" Sonotone microphones. This foil is one-tenth the thickness of a human hair. Such precision is one reason Sonotone engineers have been able to cut the weight and size of the latest Sonotones almost in half.



For full details on Sonotone, look in your local telephone book for the name SONOTONE. There are Sonotone offices and Consultants in 125 cities. Or write SONOTONE, Elmsford, N. Y. (In Canada, address 229 Yonge Street, Toronto.)

SPEAKING OF PICTURES

(continued)



SHARPE HOLDS PISTOL AT SIDE



HE FLIPS IT UP BEHIND HIM



PISTOL FLIES OVER SHOULDER



HE TURNS HIS HEAD TO SEE IT



RAISES HIS ARM TO CATCH IT



AND PUTS FINGER ON TRIGGER



1. JACK NEEDS A LAXATIVE, but he's leaving within an hour on a through express run. Even though he feels uncomfortable, he's scared to risk taking anything... decides he'll put it off till tonight.



2. MACK NEEDS A LAXATIVE, he's making an express run, too; but Mack never puts off till tonight the laxative he should take this morning. He knows that sparkling Sal Hepatica works fast.



3. JACK SAYS a grouchy hello when he gets home after one of the toughest trips of his life. Constipation symptoms sure can hinder a man!



4. MACK IS FEELING swell, as anyone can tell when he greets his daughter. Sal Hepatica worked quickly, gently; helped turn his sour stomach sweet again, too.

Whenever you need a laxative —take *speedy* Sal Hepatica

PUT OFF TAKING a needed laxative and you can ruin an entire day.

Take Sal Hepatica at 7 and by 8 you're usually relieved, beginning to feel more like yourself. Sal Hepatica acts gently, thoroughly, by attracting needed water to the intestinal tract without discomfort or griping.

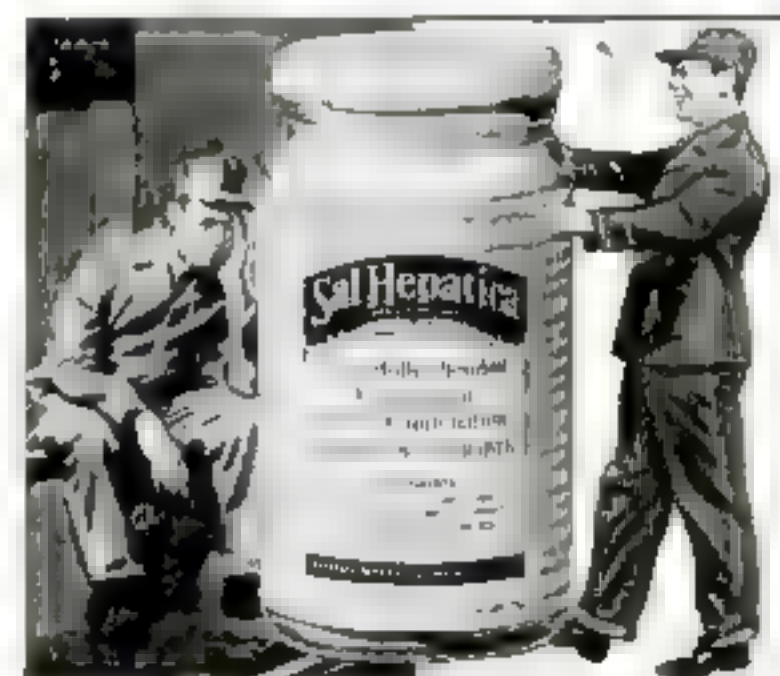
Sal Hepatica—besides being a speedy, gentle laxative—is decidedly helpful in



reducing excess gastric acidity; helps turn a sour stomach sweet again.

No wonder 3 out of 5 doctors, recently interviewed, recommend Sal Hepatica!

Next time you need a laxative, try this speedy, sparkling saline preferred by so many physicians.



SAL HEPATICA

"TIME TO SMILE!" Tune in on EDDIE CANTOR—Wednesdays at 9 P. M., D. S. T.

WHAT'S HE GOT WE HAVEN'T?



HERE'S THE SECRET. It's called a Barbasol Face, and it's tops for smoothness. To get one yourself, shave with modern Barbasol for ten short days or so—and watch that face in the mirror get cleaner, softer, smoother, and younger-looking.

PROTECTION while you shave... and after you've shaved! That's what Barbasol's soothing, beneficial ingredients give your skin. How superior to old-fashioned shaving preparations that tend to dry, irritate, and roughen the skin.



CLOCK YOURSELF. Prove that Barbasol is the quickest, easiest, sweetest shave you ever had. Your druggist has Barbasol in three sizes: 25¢, 50¢, 75¢. Barbasol Blades, 5 for 10¢, 15 for 25¢.



**For modern shaving —
No Brush — No Lather — No Rub-in**

LIFE'S REPORTS

NEW DEALERS VS. DOLLAR-A-YEAR MEN

by FELIX BELAIR JR.

Washington, D. C.

With all the changes that a war psychology has brought to Washington, one thing goes on as before—the battle of the New Dealer and the businessman. The terrible urgency of the job at hand has prevented the fight from flaring into the open, as it used to in the heyday of Roosevelt reform, but the natural antipathy of the one group for the other is as strong as ever. The difference today is that the defense effort has placed the businessmen in a majority where big things are being done in Washington. Their quarrels with the New Dealers are now aired in executive session.

To many Washington correspondents, used to dealing with both groups over the past eight years, there seems to be some truth in what each says about the other. The New Dealers can make a good case for their contention that the average businessman, even after he joins the Government, is not particularly imaginative.

Not long ago a zinc smelter came to Washington seeking encouragement to expand his plant capacity. The run-around he got from the Office of Production Management made the New Dealers' hair curl. In great detail it was explained to him by defense authorities that his construction of a new plant with new equipment, the entire cost of which was to be amortized in five years, would only result in an unbalanced competitive situation within the industry after the current emergency had passed. All other units in the industry would be up against competition they could not possibly meet with their less modern equipment. It would be better to delay expansion until all units could modernize together.

Said the New Dealers in effect: "To hell with the competitive situation within the industry after the emergency passes. If we don't expand now there won't be any end to the emergency." Although the case is not cited as typical, the New Dealers contend that this type of short-sighted thinking is an unconscious factor that has entered into too many decisions by their colleagues from the ranks of business. When a nation's future is at stake, why talk like a trade association executive about the future of a given industry?

Another case the New Dealers cite concerns a representative of one of the largest manufacturers of locomotives and rolling stock, who suggested to a group of defense officials recruited from the ranks of industry that at least 300 additional locomotives would be needed to haul transcontinental freight when peak defense production was reached. The locomotive builder foresaw the time when the demands on the railroads would be nearly doubled by diversion of intercoastal shipping to other channels. Despite the howls of the New Dealers, that manufacturer got no encouragement, so he went home and put his idle capacity to work making tanks that were well on the way to obsolescence by the time OPM officials began to get frantic about a bottleneck in railroad transportation.



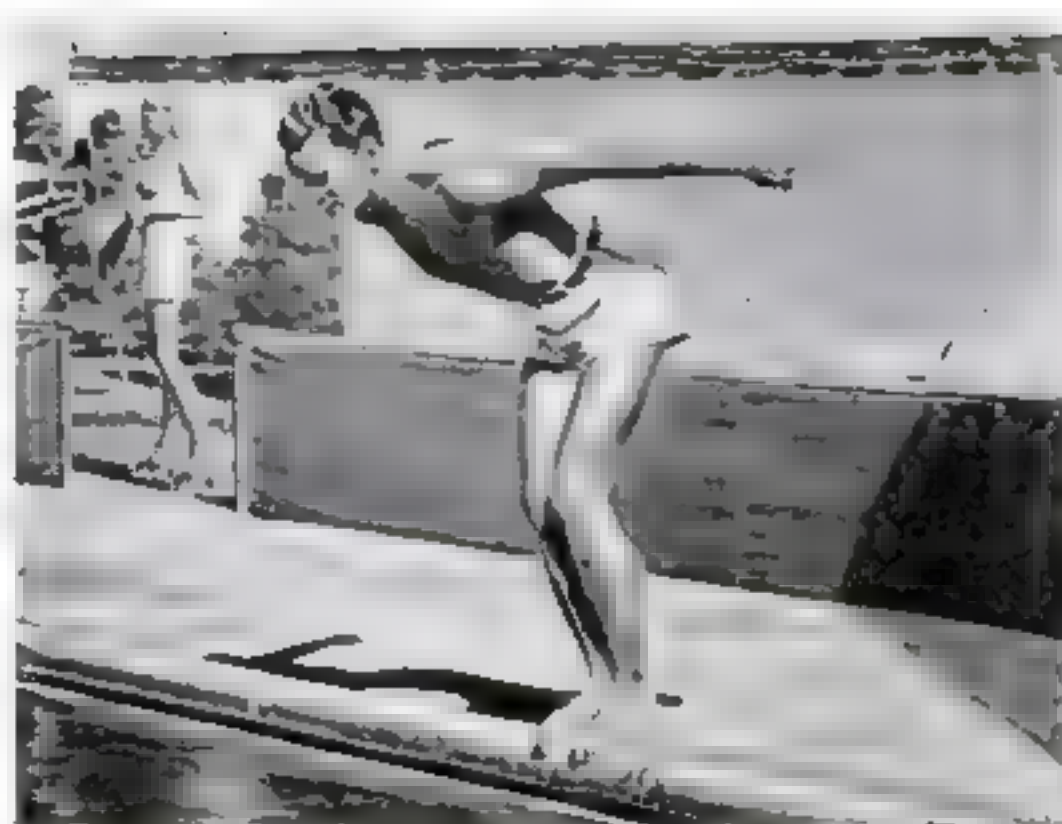
Businessmen of the OPM: Boss Knudsen (right) and his deputy, John D. Biggers.



New Dealers: Harry Hopkins (left) and Price Administrator Leon Henderson.



SUN—Rushing up to the net, making "high shots"—yes, badminton is a game for fun and health. But every minute you're outdoors, the blazing summer sun does more damage to your hair—leaves it dull, brittle and lustreless, wild and unkempt as a rope-end.



WATER—A swift plunge and a freshening swim and—another *drubbing* for your hair! Soaking waters wash away the last trace of its natural oils—wreck its looks completely! So, play safe—guard daily against the damaging effects of Summer sun and water.



PROTECTION—Enjoy your summer sports—build up your reserve and energy for the winter ahead. But protect the looks of your hair with Vitalis. Keep it handsome—a social and business asset. Follow the good example of thousands of men.



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Use **VITALIS** and the "60-Second Workout"



1 30 Seconds to Rub—Circulation of the scalp quickens—the flow of necessary oil is increased—hair has a chance.



2 10 Seconds to Comb and Brush—Hair has a lustre—but no trace of that objectionable "patent leather" look.

RUB VITALIS onto your scalp vigorously. That stimulating "tingle" means circulation is quickening in your tight, baked scalp. And the pure vegetable oils of Vitalis are supplementing natural oils, helping your hair to a natural, healthy-looking lustre.

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USE THE "60-SECOND WORKOUT" **VITALIS** HELPS KEEP HAIR HEALTHY AND HANDSOME

For the Man of the Month

DAD

THE CLASSIFIER... because he's a Prince of a fellow—and it's constructed to hold the money things. Made easy.



GRAD



GROOMSMAN

THE PAYMASTER... because he's been a big help—and it's got a special pocket for the money.



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Running the gamut of fine leathers from Ostrich to California Saddle Leather, Prince Gardner presents an array of Top-styled billfolds to gladden the heart of every gift seeker. There are designs for those who like their billfolds thin and flexible—for those who prefer them roomy yet compact. And further still, designs for those who like something just "in between." Ask for Prince Gardner at any leading store and present the gift that compliments both giver and receiver. Prices range from \$1.00 to \$15.00.

PRINCE GARDNER

Creators of Invisible Stitch Billfolds

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LIFE'S REPORTS

(continued)

There is, however, another side to the matter. It is easy, say the hard-boiled production men, for New Deal theorists to sit in air-cooled offices and rave about doubling production with a wave of the hand. But it's not easy to translate that raving and hand-waving into guns and airplanes and ships and shells. These men have a deeply imbedded respect for the expression widely attributed to Defense Boss Bill Knudsen: "It takes just so long to turn out a machine tool." They hold firmly the conviction that all the bright-eyed planning and figurative brushing away of obstacles in the world cannot be substituted for the tortuously slow and painstaking work involved in building a machine to mass-produce the equipage of war.

Moreover, when the dollar-a-year men went to Washington they were given very clear-



Isidor Lubin, a New Dealer, is the President's newly appointed economic adviser

ly to understand that they were there to take orders. How many sources for those orders exist in this bureau-ridden, sweltering city is best known to the manufacturer who comes to negotiate a government contract in answer to the New Dealers' call for all-out, sky-limit production. But since the beginning of the present preparedness program the fountainhead of all instructions on the defense program has been the White House.

The magnitude of the defense effort needed obviously depends on what America plans to do about the war. Picture, then, the poor OPM dollar-a-year man trying to figure out America's policy from the statements of the Administration's political spokesmen. If there was one thing they all stressed in the past year and a half it was

Born in JUNE ?

One of your birthst has is the month. They say it makes a wish—because! For more a man you want to be a real watch. See the Hamilton this birthday—the watch of time as a man.

Hamilton's experience in making watches has made them the greatest possible in every size and grade that Hamilton makes. See the new models at your jeweler.

P.S. For FREE booklet of interesting facts about your birth month, write the Hamilton Watch Company, 162 Columbia Ave., Lancaster, Penna.

BUCKLE (left) 14K yellow gold, 18K applied gold buckle. \$11.00. EISEN (right) 14K yellow gold, 18K applied gold buckle. \$11.50.

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HOSIERY



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COMPLETELY AUTOMATIC

UNBELIEVABLE? ...but true!
For with the amazing Farberware Coffee Robot, you do nothing. It's so simple! The Coffee Robot automatically brews perfect drip-coffee—stirs it, times it, turns it off at the flavor-peak, and keeps it hot till you're ready. No need to remove hot glass bowl when pouring.

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OFF
WHEN COFFEE
IS DONE
—THEN
KEEPS IT
HOT**



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LIFE'S REPORTS

(continued)

that America had no intention of going to war, that the only plan was aid to Britain "short of war."

Lulled by such talk, the businessmen in Washington stopped worrying about the fundamental conflict between butter and guns. Why disrupt the whole national economy if it wasn't necessary? Not having much political savvy and not being as close to the throne as the New Dealers, the businessmen took the political statements as a final policy. That was an error. As the German war machine rolled on and the American people became aroused, the Administration became increasingly bellicose, as the New Dealers knew all the time that it would.

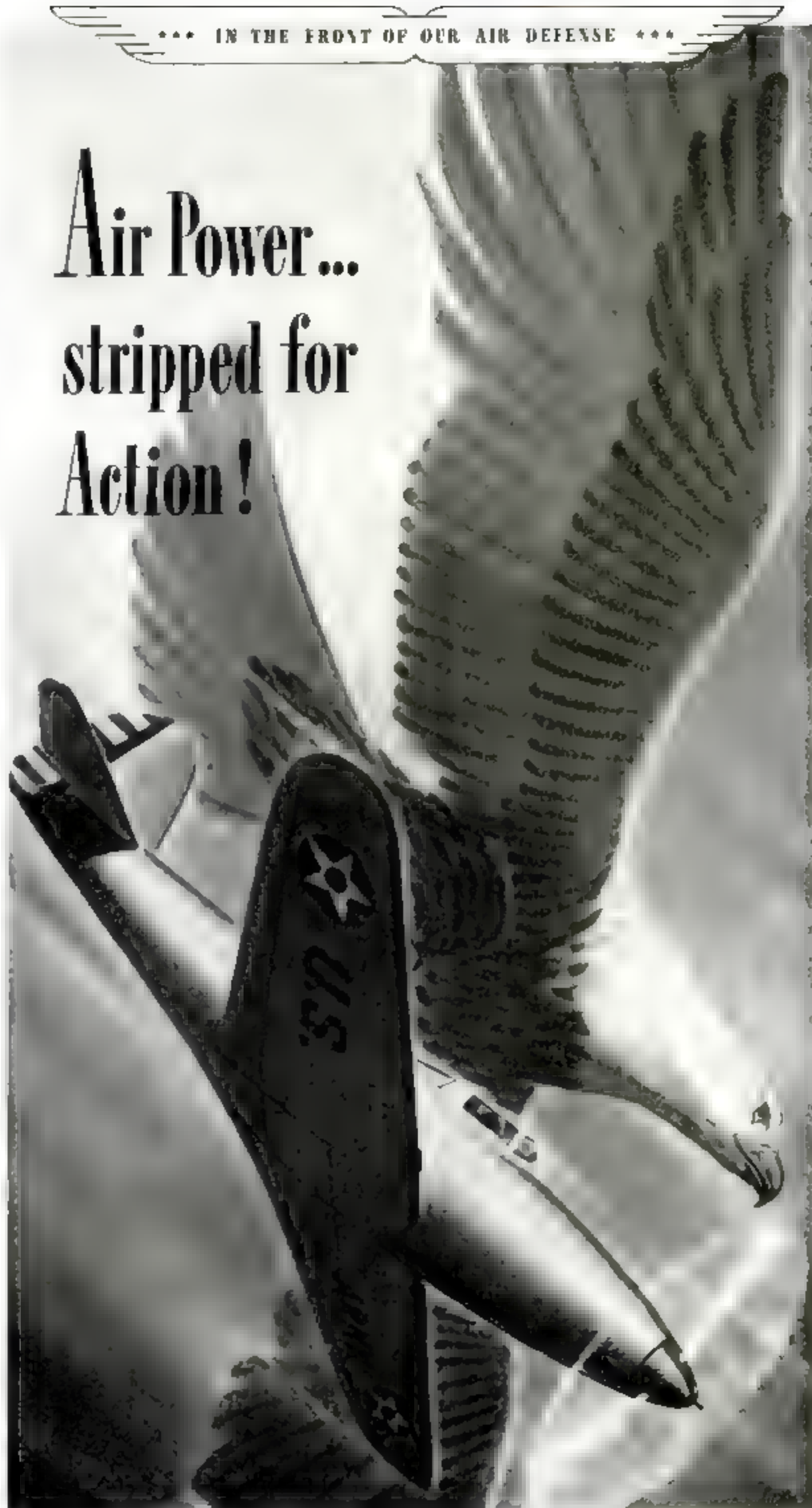
The conflict has boiled down largely to a question of how far the essential war industries should be expanded. The New Dealers feel that sky-limit production of all war industries is the only safe objective. Increasingly, the practical men from industry are coming to agree with them, even though it means the end of "business as usual."

Perhaps the New Dealer and the businessman will never learn to lie down together. Perhaps the businessman will always cling to the old saying that "those who can, do; those who can't, teach," and continue to regard the New Dealer as a woozy-headed theorist. Possibly the New Dealer will always regard the businessman and industrialist as a short-sighted seeker after profit whose horizons are limited by the smoking chimneys of their dingy factories and mills. But if any man can ever get the two to work in harness, that man is President Roosevelt. If he fails, then the nation may look back on this, the most imperative effort of its history, as a story of what might have been.

Meanwhile, most Washington observers believe there is plenty of room in government just now for imaginative theorists and hardheaded doers of deeds. There are some hopeful signs that they can work together toward the common objective while struggling, one for the right and the other for the left ear of President Roosevelt.

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Contributing to the outstanding performance of the U. S. Army's Bell Airacobra is an Allison liquid-cooled engine, whose in-line design makes possible the stripped-for-action streamlining of such fighters as this.

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IN "ALL OUT" DEFENSE ★ ★ ★

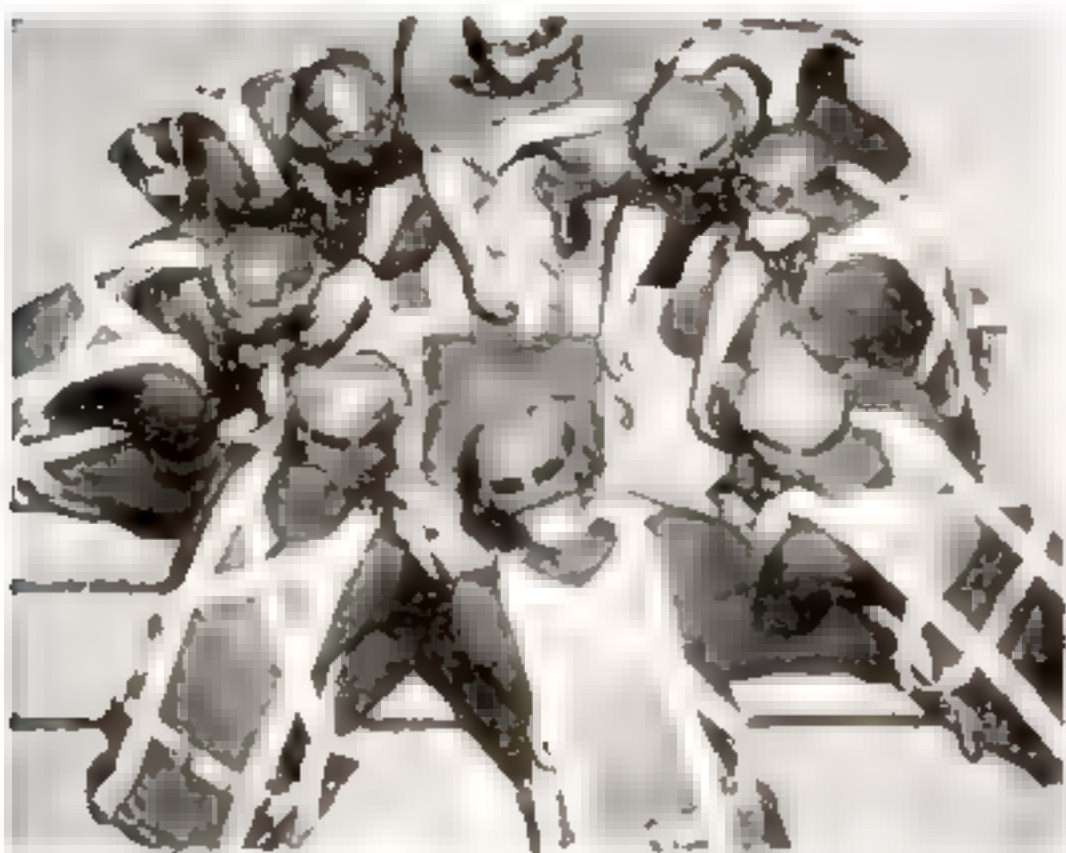


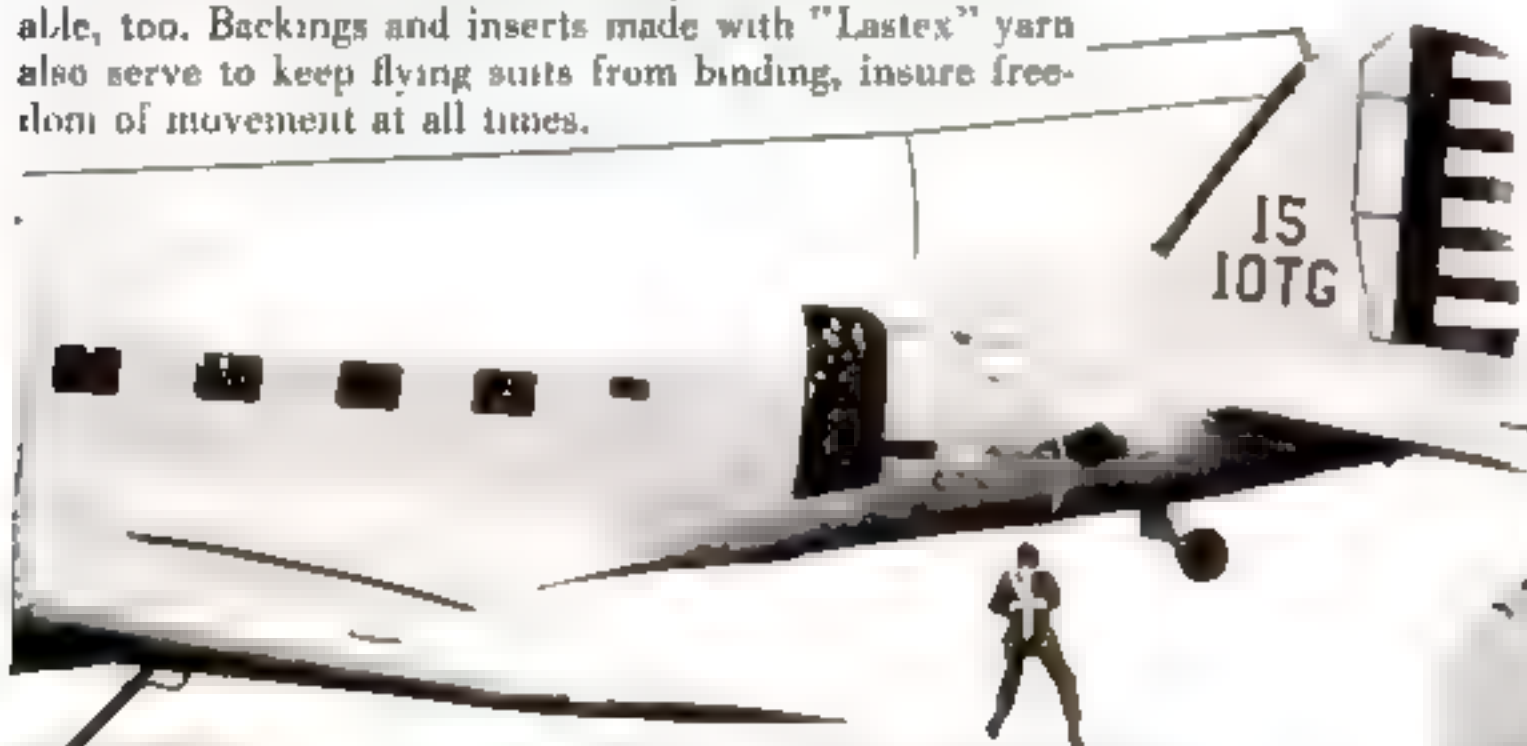
PHOTO BY U. S. ARMY SIGNAL CORPS

SMART IN THE HEAD are the army aviators who wear snug, lightweight helmets made with "Lastex,"* The Miracle Yarn that makes things fit. They're cool and comfortable, too. Backings and inserts made with "Lastex" yarn also serve to keep flying suits from binding, insure freedom of movement at all times.



PHOTO BY U. S. ARMY SIGNAL CORPS

SPEED DEMONS are these members of the army's swift, far-ranging motorcycle patrols, whose iron steeds are equipped with tough, long-wearing rubber tires. Modern version of old-time cavalry, these mechanized units with their tremendous speed and fire-power are capable of lightning raids over great distances.



KOYALON TAKES BUMPS OUT OF JUMPS at low altitudes by parachute troops whose boots are provided with shock-absorbent pads of a new type of foam cushioning material that's whipped up from the pure milk of rubber trees! Non-skid rubber soles also help parachutists grip the ground, while elastic shroud lines make management of the chute easier in the air and during landings.



PHOTO BY U. S. ARMY SIGNAL CORPS

IT'S THE KNOBS built into U. S. Rubber tires, developed originally for farm use in mud and snow, that make certain these mobile anti-aircraft guns will go where they're most needed, despite terrain or weather.



Symbol of nearly a century's experience in the production and manufacture of rubber and rubber goods, this seal identifies every U. S. Rubber Product.

*REG. U. S. PAT. OFF.



BUT IT'S SOFT INSIDE! Sure, they're tough, but thanks to linings of soft, shock-absorbent Koyalon cushion tank men are saved from bruises due to contact with hard surfaces at high speed. Tank gunners also avoid injury, increase accuracy of fire by pressing their heads into Koyalon eyepieces while spotting guns!

HERE'S THE WALKIE-TALKIE, a portable radio telephone for reporting troop movements instantly from the field to headquarters. Rubber insulated wire makes fast communication possible.

UNITED STATES

RUBBER DOES IT BETTER

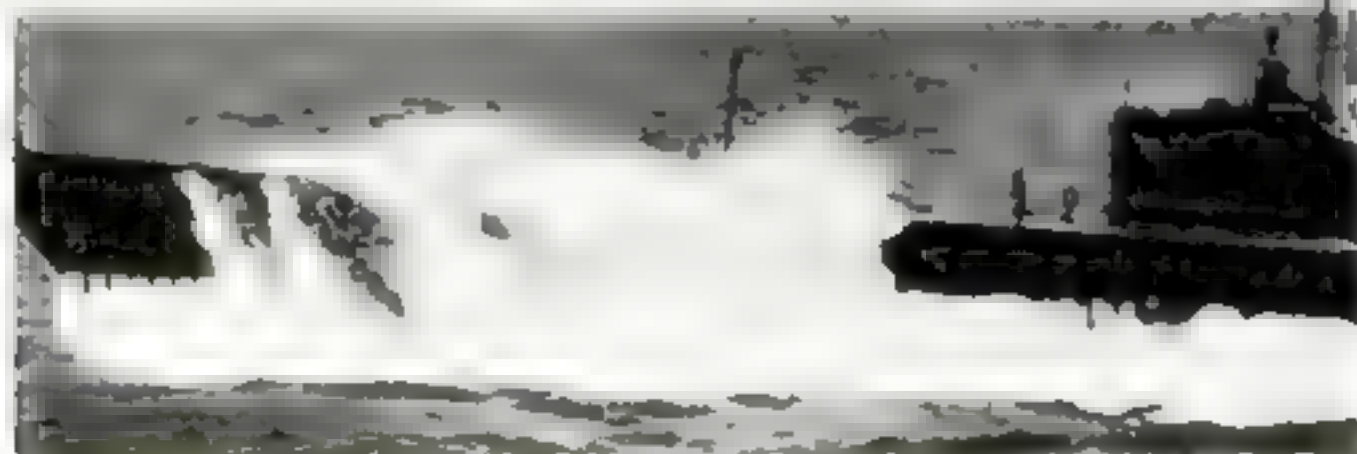


RUBBER KEEPS BATTLE FLEETS AFLOAT!

Back of the big guns is rubber... rubber hose, rubber gaskets, rubber insulated wires and cables, rubber cushions for delicate instruments, rubber life rafts, rubber deck cleats for safer footing, rubber propeller shaft linings, rubber gun mountings, rubber expansion joints and thousands of other rubber items vital to fleet operations.



RUBBER KEEPS AIR FLEETS ALOFT! Self-sealing rubber gasoline tanks, self-sealing rubber gasoline and oil hose, molded rubber parts, rubber vibration-absorbing mountings, rubber insulated wires and cables, rubber refueling hose, rubber stratosphere suits keep our army and navy air fleets ready for "all out" defense.



OFFICIAL U. S. NAVY PHOTO

NO SUBS WITHOUT RUBBER! Rubber hose and rubber gaskets are essential to a submarine's air and oil supply; rubber battery separators help provide under-sea power, acidproof rubber linings protect battery room compartments, rubber mountings cushion guns.



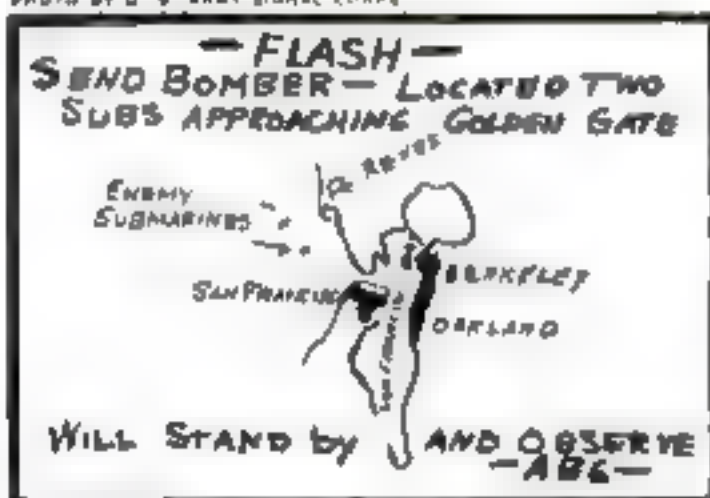
OFFICIAL U. S. NAVY PHOTO

RUBBER HELPS FIRE GUNS! Modern gunnery would be unknown if it were not for control devices, telephone and power lines, and instrument-protecting devices made possible by rubber!

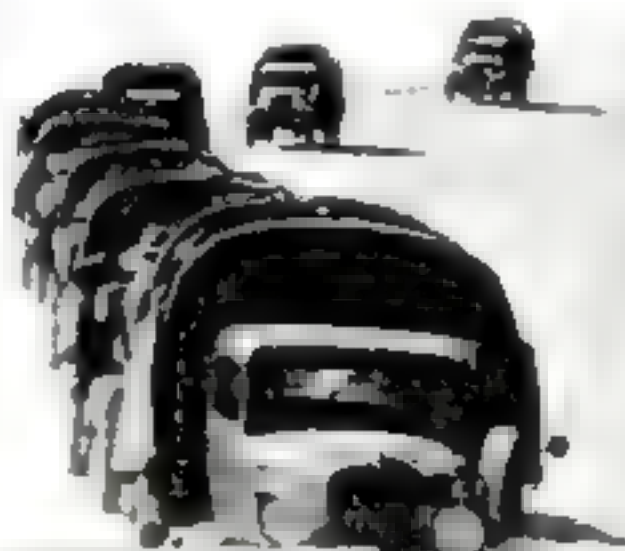


RUBBER DIVING SUITS are vital for exploratory, life-saving, salvage and repair operations. Without rubber it would be impossible for men to work below the sea!

PHOTO BY U. S. ARMY SIGNAL CORPS



RADIO MAP sent by facsimile radio system gives position of enemy forces as soon as sighted, enables instantaneous counter attacks. Modern military communication depends on rubber insulated wires and cables.



RUBBER KEEPS ARMIES ON THE MOVE! Modern military maneuvers call for speed, speed and more speed! And therein lies the strategic importance of rubber. For without rubber tires, self-sealing tire tubes, rubber tank treads, rubber hose, rubber insulated wires and cables, cellular rubber, sheet rubber, rubber shoes and soles and heels, troops, tanks, armored cars, supply and munition trucks would be hopelessly slow. In "all out" defense rubber is indispensable!



PHOTO BY U. S. ARMY SIGNAL CORPS

NOBODY HAS COLD FEET in our army. Rubber footwear and waterproof rubber clothing keep health and efficiency of troops at the maximum during maneuvers where cold and moisture might delay operations.



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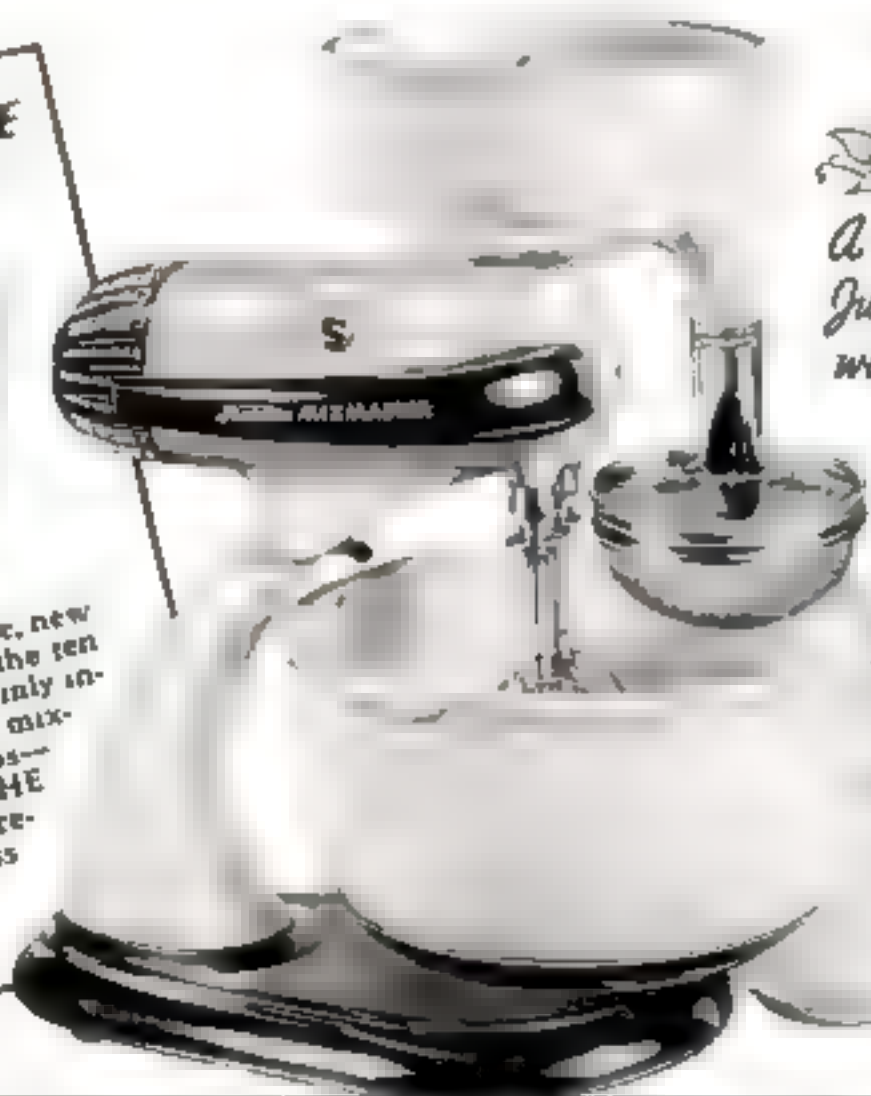
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LIFE'S COVER



"And when the storm was over and the rain stopped, the animals came out of the ark, and they were all dry and safe..." That is the tale which Barbara Ann Boardman and Jere Shopf are listening to. They are members of the primary class in the Sunday School of the First Presbyterian Church of Lancaster, Pa. The sand pile with the ark and animals is one of the props used to dramatize stories in the Bible, one of the reasons Barbara and Jere like to go to Sunday School. For additional pictures of them and their classmates turn to pages 72-79.

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LIFE'S PICTURES

Sunday School lasted all day on the two Sundays Alfred Eisenstaedt visited Lancaster, Pa. Both the children and Mr. Eisenstaedt loved it. Stories which involve youngsters are among his favorite assignments. He finds them easy to direct. When the youngsters became restless, Mr. Eisenstaedt used the old "birdie" expedient, except he pretended to have one in his hand so his subjects wouldn't stare into camera.

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ABBREVIATIONS: BOT, BOTTOM; CEN, CENTER; LT., LEFT; RT, RIGHT; T, TOP; A. P., ASSO-
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PIONEER

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Queen Shenandoah XVIII, in real life beautiful Miss Mollie Foulkes Lee, direct descendant of one of the old South's most aristocratic families, poses with her court amidst the blossoms in the far-famed Shenandoah Valley Apple Blossom Festival held annually in Winchester, Va.



Regally ensconced on her patriotic throne, Queen Mollie smiles serenely at the 50,000 excited Apple Blossom Festival guests who throng Winchester for the Fete. Over 1200 youthful actors took part in the impressive spectacle highlighting the two-day program at Winchester's Handley High School.



His Excellency, James H. Price, Virginia's popular governor, chats amiably with Princesses Elizabeth Ann Davis and Lois Elaine Kibler, among the prettiest of Queen Mollie Lee's court . . . as balmy breezes gently sway the Shenandoah Valley apple blossoms.

APPLE FESTIVAL



At the Queen's Ball, genial, smiling Benny Goodman clarineted his way into the hearts of many a glamorous southern belle. Entertained by The Benny and his world-famous orchestra, guests to Shenandoah Apple Blossom Festival kicked and cavorted and Virginia Reeled till the wee small hours of the morning.



A Princess and a Cadet obviously enjoy the mellow melodies of Benny Goodman and his orchestra. Princess Jane Giesen from Bradford, Va., dances happily with Cadet L. G. Chase of proud Virginia Polytechnic Institute. As the last musical strains died away—most Festival guests made a beeline to local "eateries" for a steaming bowl of taste-tingling Heinz Soup and a snack.



Her Majesty Queen Shenandoah XVIII receives the royal crown from Edward R. Stettinius, Jr., able young Director of Priorities in the Office of Production Management. Proud and honored is comely Mollie Foulkes Lee (*maet*) to be chosen the eighteenth Apple Queen in the traditional ceremony of the Shenandoah Valley. This elaborate pageant is held each year . . . just as the pink and white apple blossoms unfold their rare beauty . . . to celebrate the blessings of the coming apple crop in this green and fertile valley.

MAKING A VISIT to Heinz Vinegar plant at Winchester, Queen Mollie learns that apples, just like those to which the Shenandoah Festival pays homage, are used in preparing sparkling amber clear Heinz Cider Vinegar and spicy Heinz Apple Butter. Wine-red, firm, juicy, perfectly shaped . . . these apples are pressed for their pure juice which is made into vinegar and aged in wood like fine old wine. When it reaches the peak of flavor, this vintage vinegar is bottled . . . ready to give zest to salads and greens. Ask your grocer for Heinz Cider Vinegar today and see how the tangy goodness of ripe red apples adds life to your favorite salads.

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U. S. STEPS UP CAMPAIGN TO COMBAT INFLUENCE OF AXIS IN LATIN AMERICA

In North and South America last week, Good Neighbors were laboring with new intensity. U. S. corporations were striking from their payrolls Latin American representatives and jobbers of avowedly Nazi sympathies. News of this purposeful purge was announced to 1,200 New York businessmen and a nationwide radio audience by young Nelson A. Rockefeller, whose government title is Co-ordinator of Commercial and Cultural Relations between the American Republics for National Defense. "The problem," said he, while his father John D. Rockefeller Jr. listened soberly, chin in hand (left), "has been taken up directly with upward of 1,000 companies, and already we know that hundreds of undesirable representatives have been replaced. Hundreds more are in the process of being replaced."

The subtle diplo-economic task of wooing Latin America from her aggressive Axis suitors has been competitively divided for nearly a year between the State Department's decorous Division of American Republics and the brash new Rockefeller Committee. Powered by a fat budget and a big staff, Mr. Rockefeller's outfit has embarked on a number of expensive and, in State Department opinion, humptious undertakings—i.e., a \$500,000 advertising campaign in Latin American papers to lure tourists north. Its educational efforts at home have met with more approval. In recent weeks Rockefeller crusaders have persuaded U. S. movie makers to delete offensive sequences from films bound south, persuaded U. S. bankers to advance loans to Latin America, persuaded U. S. officials to meet Latin American trade demands.

Last week both the State Department and the Rockefeller Committee were up to their ears in the Good Neighbor Policy. Argentina's Foreign Minister Enrique Ruiz-Guiñazú was being dined at dressy parties in Washington (pp. 22-23). Douglas Fairbanks Jr. was dispensing good-neighborly charm through South America (p. 24). And the son of Paraguay's President Morínigo was the guest of President Roosevelt at the Georgia Warm Springs Foundation (see p. 25).

Whether Latin America was reacting to the State Department's discreet diplomacy, the Rockefeller Committee's impetuous maneuvers or the growing military might of the U. S. was difficult to determine. But there were hopeful indications that all was not well with the Axis in the south. In Chile police arrested members of a Nazi organization on charges of plotting rebellion. Bolivia expropriated a German-operated airline. And the Argentine Minister of the Interior announced severe measures "to defend democratic institutions." It was evident that the Battle of Latin America had been joined.

Before the battle is won, grave difficulties must be overcome. Political experts doubt that the U. S. and Latin America can overnight attain a status of real understanding. The economies of North and South America are parallel rather than complementary. The barrier of language makes cultural relations difficult. Few of the Latin American republics are democracies in the U. S. sense. And few of their citizens truly comprehend the U. S. Jeffersonian ideal.



RUIZ-GUIÑAZÚ: STATESMAN, LAWYER, FATHER OF EIGHT

ARGENTINE FOREIGN MINISTER GETS BIG HAND IN CAPITAL

In Washington last fortnight, State Department officials dragged out cases of Chamberlain and Cordon Rouge to wane their most important guest in many a moon. He was Dr. Enrique Ruiz-Guiñazú (pronounced En-ree-kay Roo-ee-ay Guen-yah-soo), Minister of Foreign Relations of Argentina. He was important because unlike other recent visitors from abroad he came asking no favors. On the contrary the U. S. wanted something from him.

Just a day before his arrival, Secretary of State Cordell Hull had reopened negotiations for a reciprocal trade treaty with Argentina, most powerful and individualistic nation in Latin America and the least interested, owing to beef and wheat rivalry with the U. S., in its Good Neighbor Policy. There was another reason

why Washington officials gave Dr. Ruiz-Guiñazú a rush. He had just returned from Rome, after serving two years as his country's ambassador to the Vatican. The Vatican today is the best neutral listening post in Europe.

Dr. Ruiz-Guiñazú's four days in Washington were magnificently crowded with receptions, wreath-layings, state banquets. Secretary Hull, Under-Secretary Welles and assorted State, Army and Navy bigwigs met him at Union Station with ceremonies befitting a "Guest of the Nation" (last official Guests of the Nation: the King and Queen of England.) He was lodged with his wife and family at the Larz Anderson mansion. Biggest and fairest turnouts for Dr. Ruiz-Guiñazú were dinners staged by Sumner Welles and by Argentine Ambassador Don Felipe A. Espil (see the opposite page).



IN THE OFFICE OF THE SECRETARY OF STATE DR. RUIZ-GUIÑAZÚ VISITS HIS VERY GOOD NEIGHBOR, CORDELL HULL. AT THE LEFT IS ARGENTINE AMBASSADOR DON FELIPE A. ESPIL.



SUMNER WELLES ENTERTAINS DR. RUIZ-GUIÑAZÚ AT THE SULGRAVE CLUB



THE ARGENTINE AMBASSADOR ENTERTAINS HIS BOSS AT THE EMBASSY



DR. RUIZ-GUIÑAZÚ CHATS WITH MRS. SUMNER WELLES



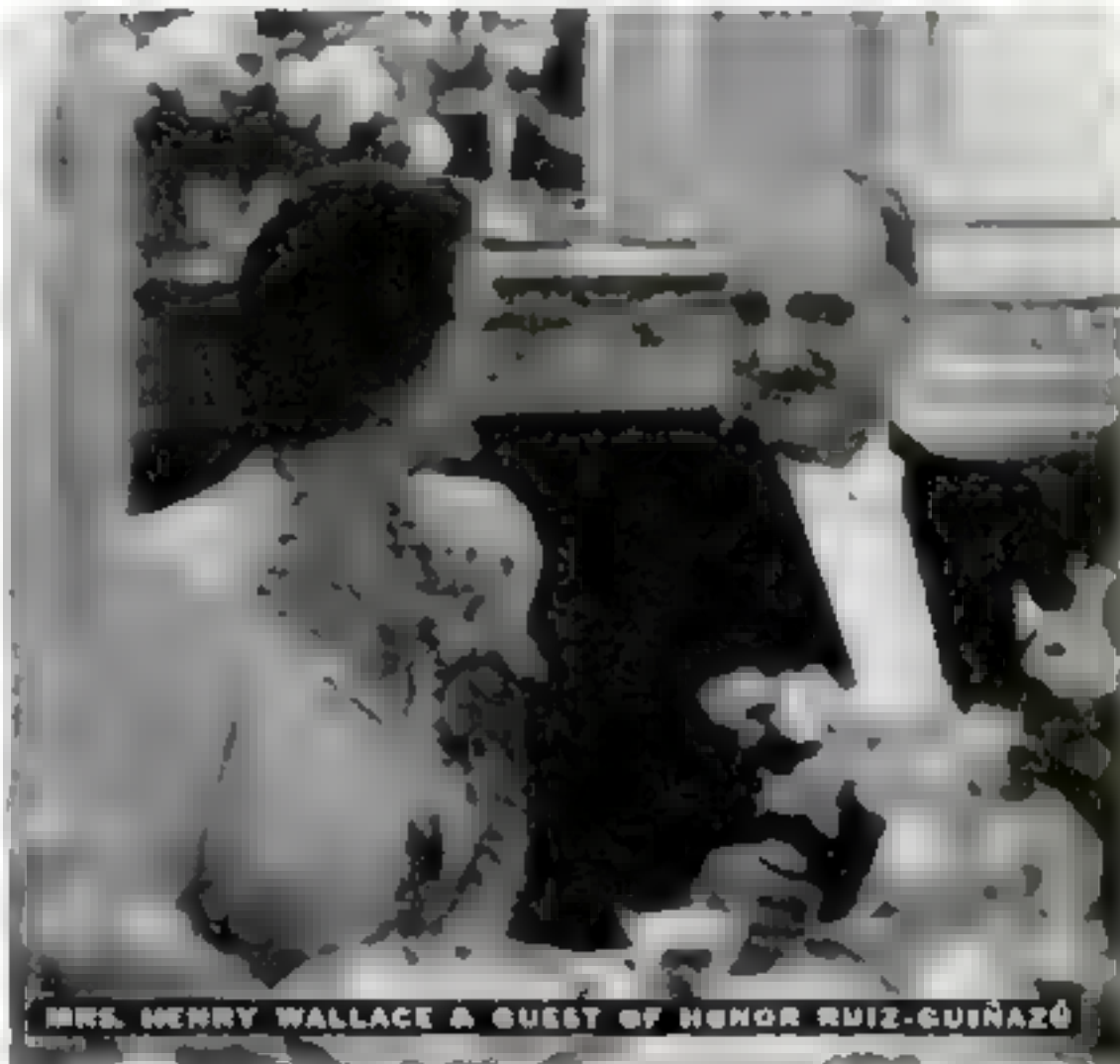
SEÑORA DE RUIZ-GUIÑAZÚ CHATS WITH HOST SUMNER WELLES



MRS. FRANK WALKER & ROBERT H. JACKSON



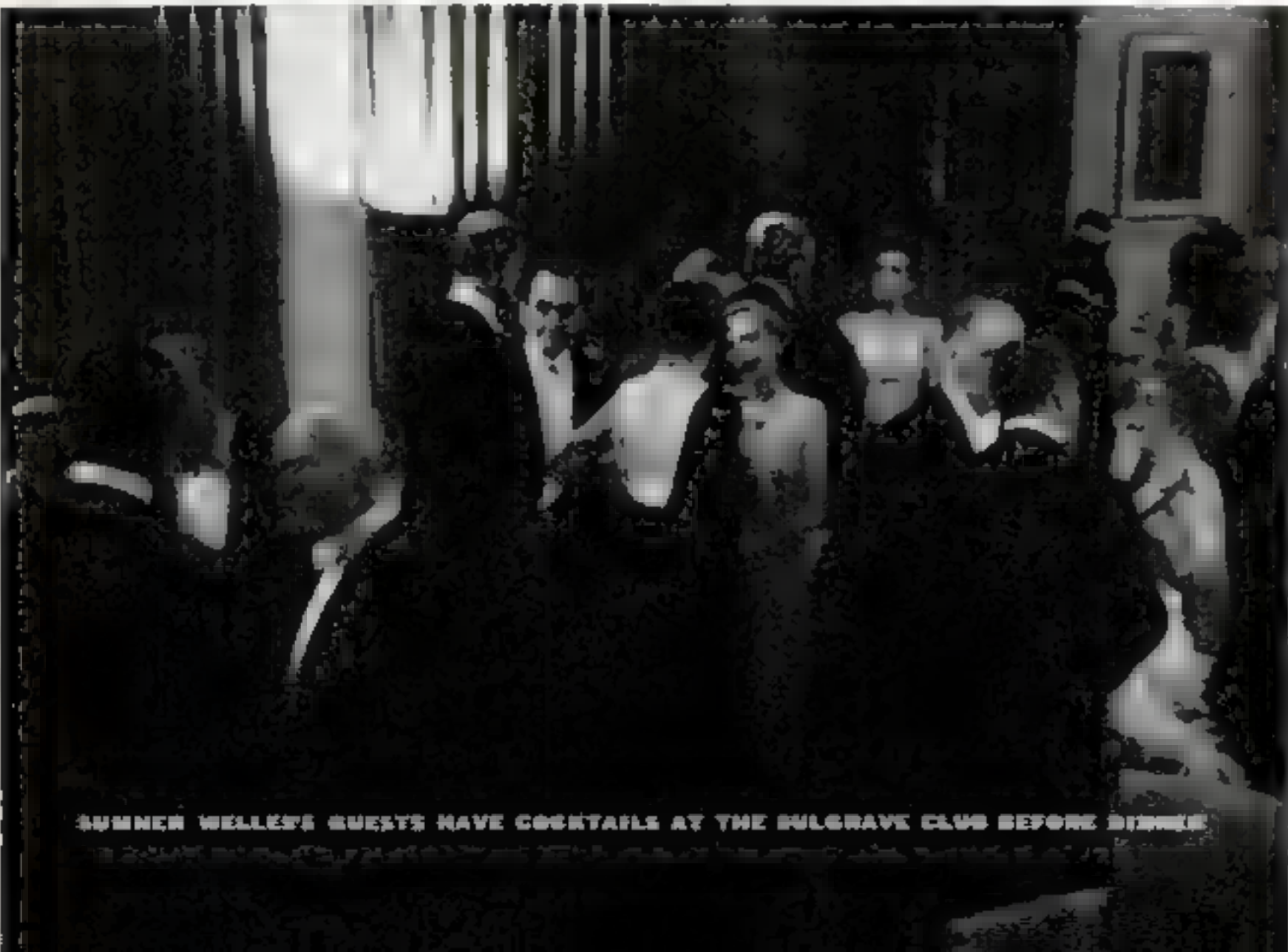
MRS. JESSE JONES & VICE PRESIDENT WALLACE



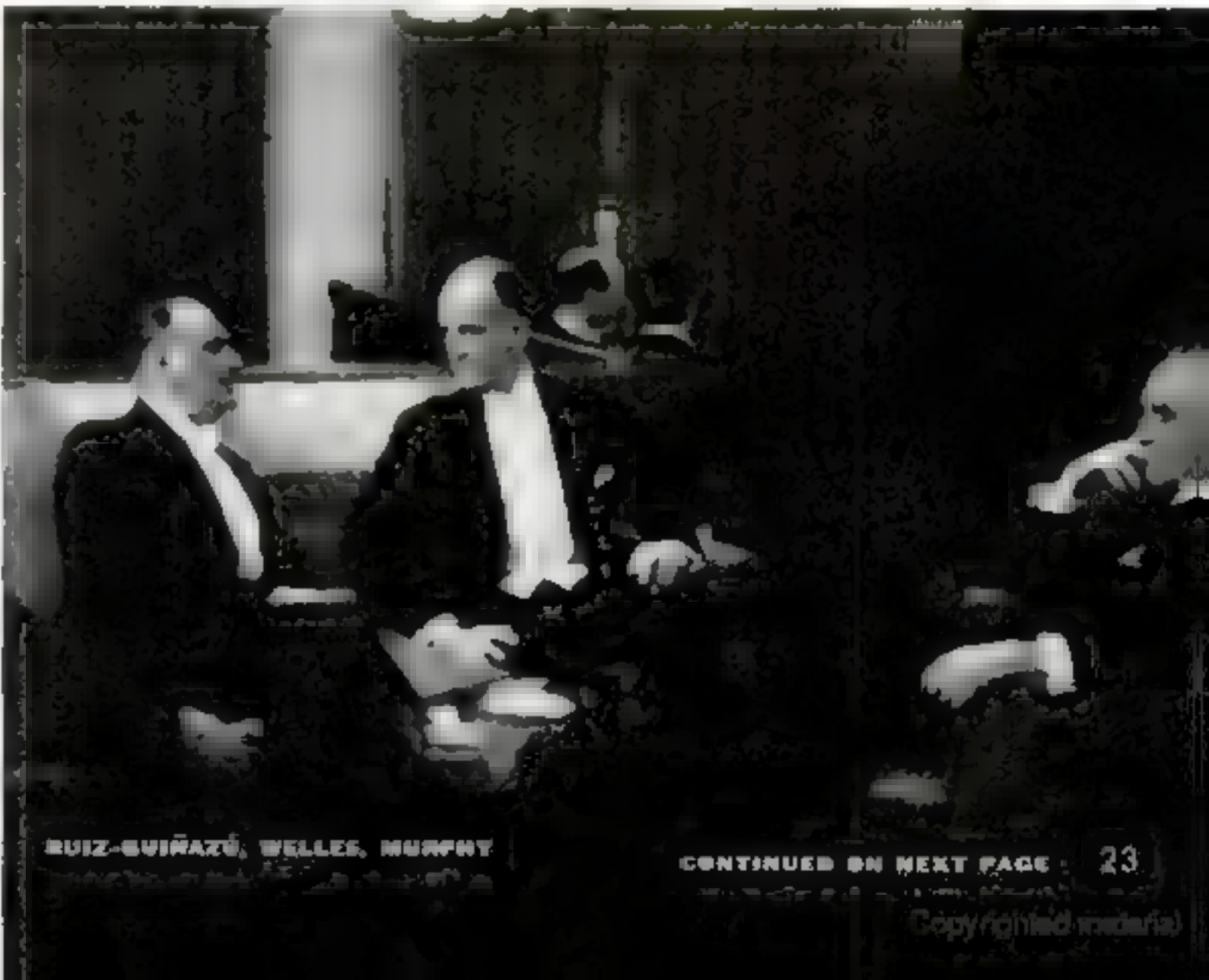
MRS. HENRY WALLACE & GUEST OF HONOR RUIZ-GUIÑAZÚ



MRS. WARREN D. ROBBINS & JESSE JONES



SUMNER WELLES'S GUESTS HAVE COCKTAILS AT THE SULGRAVE CLUB BEFORE DINNER



RUIZ-GUIÑAZÚ, WELLES, MURPHY



BRAZIL'S PRESIDENT GETULIO VARGAS HAS FUN WITH U. S. ENVOY EXTRAORDINARY DOUGLAS FAIRBANKS JR. AT A LUNCHEON HELD IN THEIR HONOR IN RIO DE JANEIRO

FAIRBANKS STREWS GOOD WILL THROUGH SOUTH AMERICA

South Americans turned out last week to glimpse an envoy extraordinary of good neighborliness from Washington and Hollywood. Dispatched by President Roosevelt on a 12,000-mile tour to "foster inter-American understanding through the theatrical arts," Douglas Fairbanks Jr. landed in Rio de Janeiro April 25, in Buenos Aires May 12. To State Department officials and others, it may have seemed that the President had picked an extraordinary envoy. But Mickey Rooney wowed Mexico not long ago. South Americans were nearly as enthusiastic about Mr. Fairbanks.

In Rio, President Vargas gave him an hour-long interview. Brazilian society lionized him. At a football game 50,000 fans stood and cheered when he

entered the field. Argentines gave him a somewhat less ecstatic reception. The only discordant notes were sounded by Nazi publications. *Pampero*, German propaganda sheet, called him a "spy extraordinary" and promised to return his visit with an Argentine radio crooner named Antonio Caggiano "who is among the worst we have in our country." When a firecracker exploded near Mr. Fairbanks as he entered a broadcasting station, *Pampero* reported the incident under the headline: "Hero of a Hundred Films Almost Dies of Fright." Everywhere he went he was escorted by vigilant U. S. diplomatic attachés, who saw that he met the proper people, said the right things. To date, it is reported, he has pulled no boners.



AMBASSADOR FAIRBANKS RIDES A WATER BIKE IN BRAZIL



On Corcovado Peak, Douglas Fairbanks Jr. and his wife, the former Mrs. G. Huntington Hartford, survey Rio de Janeiro's famed harbor. Monolith of Sugar Loaf Hill rises in left background.



A day in the country outside Rio breaks Fairbanks' routine. At left—Edward Robbins of the Rockefeller Committee, second cousin of President Roosevelt; Mrs. Robbins, Mrs. Fairbanks.



Higinio Emilio ("Bobby") Moringo Jr., son of Paraguay's President, was at Georgia's Warm Springs Foundation last week undergoing treatment for a paralyzed leg. President Roosevelt,

in an appealing Good Neighbor gesture, had invited Bobby to spend three months. Here Señora Moringo (right) substitutes comfortable pair of shoes for corrective footwear beside her son.

LIFE ON THE NEWSFRONTS OF THE WORLD

Nazis fall upon Crete from the air as Washington hears faint flutters of peace

The snakeless island of Crete, a great Mediterranean seapower 5,000 years ago, was last week the scene of a battle such as had never before been fought in all the world's thousands of wars. By day and night fleets of German transport planes, lumbering along



FREYBERG

at 175 m p h., dropped men and matériel dangling from white, red and black parachutes. Other troops came in gliders towed and cut off by big planes. Others landed later at an airfield captured by the first comers—Maleme, a little inland from the capital of Canea and Suda Bay.

All night searchlights fanned the sky. Flares and shellbursts and machine-gun tracer bullets picked out the images of floating men. All night little groups of armed men prowled through the olive and chestnut groves, looking for one another. In the seas north of Crete, British warships filled the water with the drowning legions of German shock troops, sunk in convoys from Greece. German Stuka bombers blasted the British warships, claimed to have sunk four cruisers. After the second day, the British withdrew all their fighter planes from Crete, acknowledged that the Germans had complete air control.

The uniqueness of this battle was sharply put by Prime Minister Churchill. This "most strange and grim battle," he said, was one in which "our side has no air support because they have no airports, not because they have no aircraft. The other side has very little or no artillery or tanks. Neither side has any means of retreat."

Actually this battle was fought, not only in three dimensions, but in the fourth, Time. Only 100 transports, making three easy trips, could take more than 4,000 Germans to Crete in a day. Another 100 transports could supply them, once they had dug in.

The problem of Britain's able commander in Crete, the fighting dentist, Major General Bernard C. Freyberg of New Zealand, was to clean up the Germans quickly before they began to outnumber his limited forces, probably not more than 15,000 British troops. Attacking, attacking, here, there and everywhere, on his flanks and his rear, Freyberg's men had not cleaned up Crete at week's end and the odds were turning heavily against them.

With the battle of Crete racing toward a climax, the British received a staggering blow from another quarter. In the North Atlantic, a lucky shot from the new German battleship *Bismarck*, striking the magazine of the battle cruiser *Hood*, exploded and sank the world's biggest warship.

Flutter of Peace. Some listeners last week thought they heard the first faint flutterings of the dove of peace. Although a German-inspired Paris press campaign suggesting that the U. S. could "dictate" peace terms to both sides was discounted as propaganda, two unnamed U. S. Senators expressed belief that peace moves were afoot and Senator Connally of Texas, who normally toes the White House line, said: "There is some peace talk going on."

Just who was talking peace and where was not divulged, but theorists pointed to Hess's "peace" flight, President Roosevelt's postponement of a Pan American Union speech and Lady Nancy Astor's statement that Britain is "losing the war on the home front" as so many possible straws in the wind.

More solid grounds for speculation were highly

credited reports that besides the continuous list of British military defeats, the British home front was beginning to give. Shocking was the news that the Germans are now eating better than the British, that food consumption in Britain is 87% under normal, that the lower classes are starting to grumble because of empty bellies.



CONNALLY

Yet despite these storm signals, the U. S. last week seemed unwarrantedly apathetic. In London the daily *News Chronicle* pulled no punches: "We want you in this war on our side. Fighting. Now." In Washington, President Roosevelt joked to the press about the possibility of our occupying Dakar and brushed aside the issue of American convoys. "As a nation on a precipice," wrote a columnist in the London *Daily Mirror* describing the U. S., "they seem to have taken up permanent residence on the brink. The runners are on their marks! The starter pulls the trigger! There is an explosion like a feather falling on velvet. . . . Don't miss the next tense installment of this gripping drama next week . . . next month . . . sometime . . . never." On the other side of the world Chinese wits were describing U. S. policy as: "Loud noise on staircase but nobody comes down the steps."

Tale of Two Brothers. The Duke of Spoleto and the Duke of Aosta are Italian brothers. Neither is likely to forget last week.

In Rome, the Duke of Spoleto was crowned King



AIMONE I

Aimone I of the six-week-old Croat state. His chief claim to fame previously was as a motorboat racer. He now rules 5,000,000 Croats who long sought freedom from the Serbs but never bargained for a foreign-born puppet king. As the Duke of Spoleto was ascending a throne, the Duke of Aosta was descending a mountain. An old Etonian dressed in simple khaki and puttees, he descended Mount Alagi in Ethiopia and surrendered to the British. The rest of the shattered Italian army which he had commanded as Viceroy of Ethiopia had already surrendered the day before. On the way down he stopped a moment at an Italian cemetery. In tribute to the men who had fallen under him, he laid his bare palm on the soil of the cemetery in a parting gesture.

Ford Unionized. Last week the greatest U. S. citadel of absolute free enterprise fell before the drive of



WORKERS VOTING IN THE FORD PLANT

unionism. In the Ford River Rouge plant, 74,188 workers marched up to polling places to vote in an election ordered by the National Labor Relations Board. Result: a hands-down victory for the C.I.O. The C.I.O. union got 51,866 votes to 20,364 for the A. F. of L. union and 1,958 for neither. Said Ford's Harry Bennett: "The law provides we must live with them, and we never disobey the law." Said the Union President R. J. Thomas, with evident truth: "It is the end of an era in American industry."

LaGuardia's Job. For demonstrated ability to get a tough job done fast and well, no man in U. S. public life excels Fiorello H. LaGuardia. For months it has been a logical question what part New York's Mayor would play in the defense program. The answer came last week when President Roosevelt appointed him



"MIRROR" CARTOON

Director of the Office of Civilian Defense. His job: to organize U. S. home defense against possible fire and bomb damage; to assure shelter and food supplies in case of war; to build up public morale by giving some hundreds of thousands of citizens specific jobs in home defense.

As a long-run thing, this job is important. But last week many observers asked whether this was the most urgent job for LaGuardia's exceptional ability at this critical time. Many felt, for instance, that the U. S. needs a Secretary for Air or for Aircraft Production far more than it needs a Director of Civilian Defense (a view shared by the New York *Mirror's* Cartoonist Fred L. Packer who pictured LaGuardia as a mother hen trying to protect his city against the eagle of Enemy Air Power). Others felt that the War Department, wallowing in a sea of red tape and indecision, needs a shot in the arm which it is not getting from the earnest but fussy Stimson. And all Washington knew that, wherever the fault may lie, the Office of Production Management is not yet clicking effectively.

In the denial to LaGuardia of a really key job, observers saw new evidence of President Roosevelt's unwillingness to surround himself with strong men. They asked: if a political prima donna like Churchill can take a Beaverbrook and a Bevin into his Cabinet, why cannot Roosevelt take in a Willkie or a LaGuardia.

PICTURE OF THE WEEK

The desertion of the Nazi cause by its No. 3 Leader Rudolf Hess made historic the picture on the opposite page of his last photographed appearance in Germany, standing closest to Adolf Hitler just six days before he took off for Scotland. His languid Nazi salute on that occasion might well persuade observers that he was already turning thumbs down on Hitler. This was doubtful, though Hitler's speech on this day, May 4, 1941, in the Kroll Opera House to his dummy Reichstag of brown shirts was enough to disgust any sane man. With vicious contempt for facts, he repeated: "God knows that I wanted peace. . . . All my endeavors were wrecked by . . . Mr. Churchill . . . the most bloodthirsty or amateurish strategist that history has ever known . . . this criminal . . . symptomatic of a paralytic disease or of a drunkard's ravings."



Hess stands by his Führer in Reichstag
six days before he deserted Germany
and escaped by plane to Great Britain



PRIME MINISTER CHURCHILL INSPECTS HOUSE OF COMMONS

NAZIS WRECK GREAT MONUMENTS OF ENGLISH CULTURE

Bombs destroy British House of Commons, litter Westminster Abbey

The U. S. is not England but it speaks English. Its form of government stems from the bicameral parliament of England. Its speech stems from Chaucer and Shakespeare and Milton. Its heroes beyond 1776 number Edward the Confessor, Richard the Lion-Hearted, The Black Prince, Edmund Crouchback, Mary Queen of Scots, William of Orange, Ben Jonson, Newton, Watt, the Wesleys, Garrick, Goldsmith, Thomas Gray, Samuel Butler, James Wolfe. The dust and the memorials of these great landmarks in the growth of an English speaking people are concentrated in London's Westminster Abbey, the oldest and greatest monument of our culture. The heritage of representative government, the ancient defense of free men, lies in the Houses of Parliament, which burned down in 1834 and were rebuilt 30 years later.

On the early morning of May 11, thin lipped men in the moon-bright sky over London pressed their bomb release triggers. Blindly the bombs sought out the House of Commons, Westminster Abbey, Big Ben,

What they did to the culture of English speaking men everywhere is shown on these and the following pages. Seven bombs managed to find the House of Commons, so wrecking it that no trace of fastening, the galleries or the members green leather benches was to be seen. The crowded room that had never been photographed in session was totally destroyed and the Commons moved to another hall whose location the censor kept secret. The Great Mace and the famous Commons cat, Mummy were unharmed. Westminster Abbey was luckier. It got only incendiary bombs. Its staff fought the fires furiously but lost the Choir, the Cloisters, parts of Westminster School which had educated Ben Jonson, Dryden, Wren, Burgoyne, Hastings, Bentham and Southey. The rubble of the roof fire dropped into the choir and sanctuary of the Abbey, but missed the Poets' Corner, the great chapels and the tombs of England's Kings up to George II. What the same night's work did to the undistinguished possessions of the living of London is shown below.





HOUSE OF COMMONS

SEVEN BOMBS RIP OUT FINE WOODWORK OF THE MOTHER OF PARLIAMENTS' BENCHES, GALLERIES AND CANOPIED SPEAKER'S CHAIR WHICH ONCE STOOD IN FOREGROUND OF THE PICTURE ABOVE



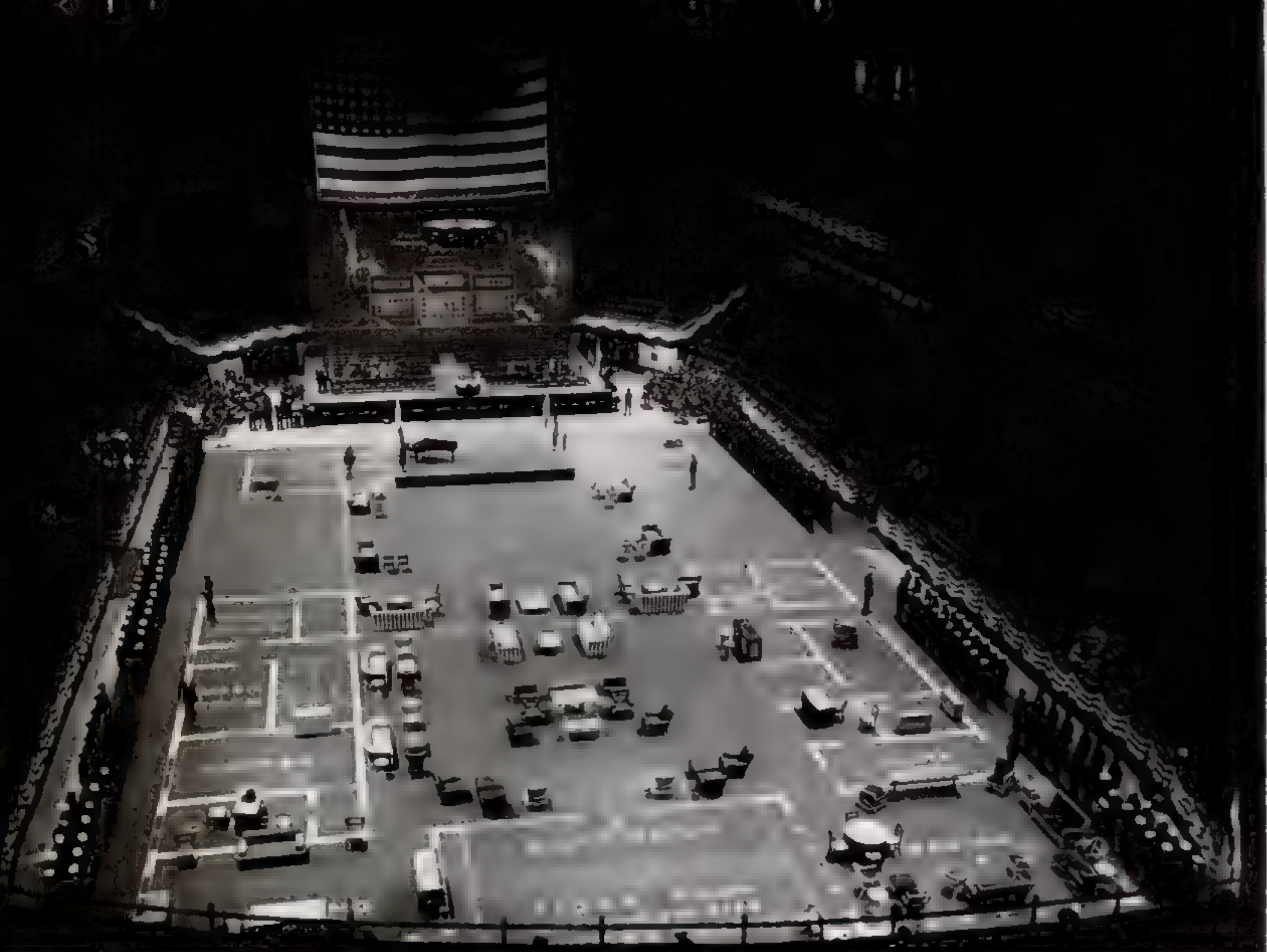
WESTMINSTER ABBEY

WRECKAGE OF LANTERN ROOF BURNED BY AN INCENDIARY BOMB LITTERS THE CHOIR AND THE SANCTUARY WHERE ENGLAND'S KINGS ARE CROWNED. OLD KINGS' TOMBS ARE IN REAR



BIG BEN

BOMB PIERCES CLOCK TOWER OF PARLIAMENT BUILDINGS BUT FAILS TO STOP THE CLOCK WHOSE FOUR DIALS HAVE NEVER BEEN WRONG BY MORE THAN THREE SECONDS SINCE 1858



MEN OF THE U. S. ARMED FORCES STAND AT ATTENTION ON BOTH SIDES OF A LIFESIZED BLUEPRINT OF IDEAL SERVICE MEN'S CLUB PAINTED ON MADISON SQUARE GARDEN FLOOR

NEW YORKERS JAM RALLY FOR U. S. SERVICE MEN'S CLUBS

To get off a drive to raise \$10,765,000 and help explain to parents and relatives of men in U. S. armed forces what the money will buy, the United Service Organizations for National Defense last week staged a rally in New York's Madison Square Garden. About 20,000 attended, cheered hard for Mayor LaGuardia, Tom Dewey, Ben Bernie's band, Mr. and Mrs. Walter E. Trum of Brooklyn ("representative parents" of a selectee), others.

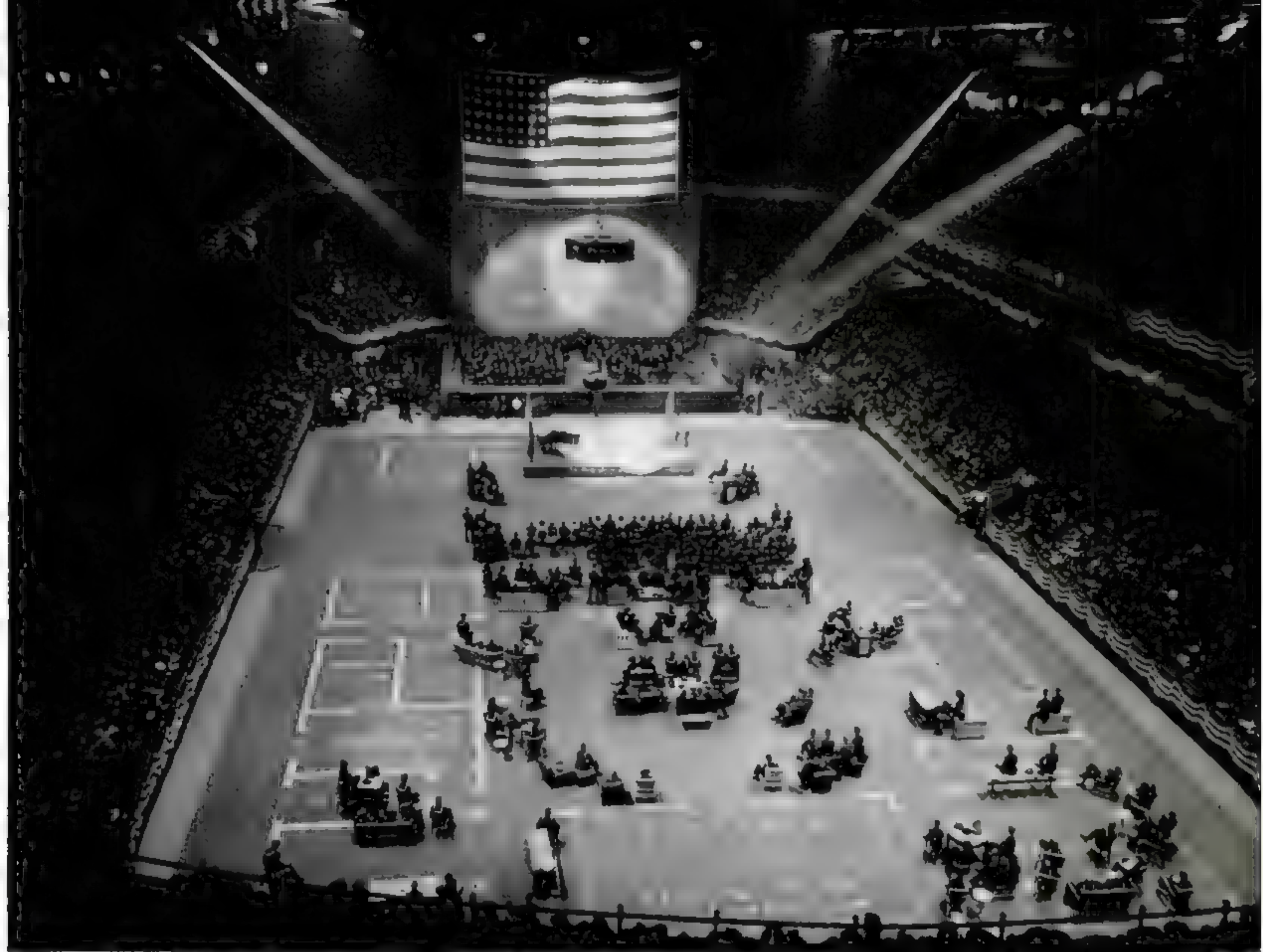
Sailors from the U. S. S. *Seattle*, Coast Guardsmen from Ellis Island, soldiers from Fort Jay, marines from Brooklyn Navy Yard drilled crisply on the Garden floor, painted blue and white to resemble a blueprint for a service club. Then they broke ranks, pushed furniture onto floor, sat down, for speeches and entertainment (about).

National head of U. S. O., which is a private enterprise, is Walter Hoving. Campaign chairman is Thomas E. Dewey. With the help of dimes and dollars from patriotic Americans, U. S. O. will staff and operate 360 recreation centers which the Government is building at military reservations and nearby towns to provide wholesome fun and entertainment for service men. Instead of a dozen groups working separately as in the last war U. S. O. has combined the efforts of six great welfare organizations to keep up military morale. Mayor LaGuardia warned that there must be no repetition of the "mistakes of 1917 and 1918" when welfare organizations sold candy and cigarettes to soldiers at a profit, took up collections before permitting men to use athletic equipment.



Salvation Army lassies get instructions before going on floor with heaping trays of doughnuts for the boys. Also in U. S. O.

are Jewish Welfare Board, National Catholic Community Service, National Travelers Aid Association, YMCA, YWCA.



AFTER SERIOUS SPEECHES THE SERVICE CLUB BLUEPRINT COMES TO LIFE AS MEN TAKE OVER CHAIRS AND SOFAS TO WATCH A SHOW PUT ON BY ENTREPRENEUR BILLY ROSE



Thomas E. Dewey, back in public eye as U. S. O. campaign chairman after whirlwind survey of Army camps, beams in making first major appearance since 1940 campaign.



Sailor from the U. S. S. "Seattle" outwitted Army, Coast Guard and Marines to grab this seat between two pretty girls. A group of models, to represent "home-town girls," came in to dance with service men.



Fortune Writer Charles J. V. Murphy set out for Capetown on the motorship *Zamzam* to write on the British war effort in South Africa. He spent 1934 with Admiral Byrd in Antarctica.



LIFE Photographer David E. Scherman went on *Zamzam* with Murphy to photograph South Africa. Previous LIFE jobs: U. S. from the air, Caribbean Bases, Tinkham, Betty Carstairs.

LIFE AND FORTUNE MEN AMONG 202 PASSENGERS RESCUED AS GERMANS SINK "ZAMZAM"



MYSTERY SHIP "ZAMZAM"

The case of the *Zamzam* last week took its place with *Dong-dang* and *Bugbug* in the war of strange names. It had sailed from New York on March 20 for Egypt via Brazil, Capetown and the Red Sea.

Aboard were 100 U. S. missionaries and 24 young ambulance drivers of the British-American Ambulance Corps who promptly found the missionaries "arrogantly righteous." At Recife, Brazil, two experienced men on LIFE work boarded the *Zamzam*.

One was 25 year-old LIFE Photographer David E. Scherman (*above, right*); the other, Charles J. V. Murphy, brilliant writer for LIFE's sister magazine, *Fortune*. Both were on their way to South Africa to report in words and pictures South Africa's part in the War.

The *Zamzam*, an 8,000-ton Egyptian motorship which had been named for a sacred well in Mecca after previous careers as the *Leicestershire* and *Exhibitor*, should have arrived at Capetown April 23. On May 19, the British announced that it was overdue, an understatement. This was promptly blown up into the story that it had been sunk by a German U-boat, with the loss of all hands. This was an overstatement.

The American people were getting mad when on May 20 the Germans hastily let it be known that one of their raiders had shelled and sunk the *Zamzam* after taking off all the passengers and the Egyptian crew. The shelling had wounded two Americans and one Egyptian. Everybody was loaded on the German liner *Dresden* which had rendezvoused with the sea raider in the South Atlantic, after slipping from Brazil through the British blockade in March. The *Dresden* took them to St. Jean de Luz on the Biscay coast of Occupied France. The Germans announced that the *Zamzam*'s big oil cargo had been contraband, legally sinkable. They promised that "most" of the Americans would be released, as soon as any military information they may have gathered was out of date.



Bad news of *Zamzam*'s disappearance sets Marthanne Seely Colcord, New York actress, to weeping over portrait of Husband Ray, 24, ambulance driver who had sailed on *Zamzam*.



Good news of the safe arrival of *Zamzam*'s passengers in Occupied France sets Marthanne Colcord hugging the glad headlines into the air in a burst of huge relief over her husband.

PATRICIA MORISON
Chesterfield's Girl of the Month
currently appearing in Paramount's
"The Round Up"

COOLER Milder
QUICK TO SATISFY

Chesterfield

Yes, you will quickly like everything about
Chesterfields...they're cooler and milder with *plenty*
of good taste. You are entitled to all these things in
a cigarette and you get them in Chesterfield's right
combination of the world's best cigarette tobaccos.

EVERYWHERE YOU GO... *They Satisfy*

So magnificent, we had to give it a special designation
—THE 1941 BOTTLING OF FOUR ROSES



EVEN FIVE YEARS AGO and longer, when we distilled the special whiskies for today's Four Roses, we knew they would be exceptionally fine.

We knew it because of the painstaking care that went into their making . . . and because of the added knowledge and skill we applied to their aging, to bring them to mellow perfection.

And yet, even we ourselves were astonished when we finally opened the barrels and discovered how truly magnificent these

whiskies had become! No whiskies we had ever made or known—in all our 76 years—had had such softness, such smoothness, such flavor overtones!

So, today, we're proud to offer you this 1941 Bottling of Four Roses. No matter when you last tasted Four Roses, there's a new and thrilling experience awaiting you in the 1941 Bottling. Try it today—won't you?

A blend of straight whiskies—90 proof. The straight whiskies in this product are 5 years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore.

EVERY DROP IS 5 YEARS OR MORE OLD



Mexican regular artilleryman stands beside his 75-mm. field gun, one of the 32 in the Mexican Artillery. It was made in France in 1903. In his hand he holds the serviceable Mexican-made Mauser.



Mexican irregular, armed with Mauser carbine, poses with his horse. There are more than 250,000 of these tough "Agrarista" reserve troops to back up the regular Army

MEXICAN MANEUVERS

They reveal equipment deficiencies

In Mexico last month, the Mexican Army at Puebla completed its biggest modern maneuvers. Officially it commemorated the battle of Puebla 79 years ago, when the Mexican irregulars defeated the well-trained troops of Napoleon III of France. But actually in these maneuvers 11,000 officers and men fought tooth and nail to prove to the U. S. and to the people of Mexico that the Army could and would defend its share of the Western Hemisphere against aggression by foreign powers.

Tough, determined and well organized, the Mexican Army has always been a working Army entrusted with the difficult job of keeping order within its

country. But keeping invaders out of its country would be another matter. The equipment with which it must defend 764,000 square miles does not equal, either in quantity or quality, that of the National Guard of the State of Connecticut.

The maneuvers shown on these pages took place around Puebla, Mexico's fourth-biggest city. Here a defending Red Army of 6,000 men besieged, attacked and defeated an invading Blue Army of 5,000 which had theoretically penetrated from the coast. But observers wondered if all of Mexico's Army (55,000 regulars, 250,000 irregulars) could have done the same to any force that attacked with modern equipment.



Half the Mexican Armored Force charges out of a village near Puebla during the maneuvers. Mexico has six of these Marmon-Herrington 4-ton tanks powered with Ford motors.

They can make 30 m.p.h., but their 3/4-in. armor leaves them at the mercy of any anti-tank gun. They are armed with one .50-cal. and one light machine gun. Total cost of tank, \$5,000.

WHICH OF THESE GOBLETS
will your
GRANDCHILDREN
TREASURE?



Sharpe's "Leaf and Acorn" is a lovely design. You can get it for your table and use it every day for as little as **\$1.25** each.



Only Sharpe knows how to make a perfect circle on a goblet—a difficult task in glass cutting. It makes an interesting border for "button", a short-stemmed, practical goblet that will go with any traditional china and silver design. It adds a lot of charm to your table. As low as **75¢** each.



"Diamond and Fan" has a stylized fan device taken from Colonial decorating and used to top a square cut diamond pattern. With the 7-sided diamond stem (an exclusive Sharpe patent) you have a goblet that will be the envy of all your friends. Low as **\$1.75** each.

BRIDES! TELL YOUR FRIENDS! FROM \$5 TO \$10
SETS A LOVELY TABLE WITH ROCK SHARPE CRYSTAL

CHOOOSE your Rock Sharpe Crystal pattern and pass the word along to your friends. No matter what decorating period you are following, you'll find a pattern to carry it out. And you'll have no trouble matching china and silver to your stemware because Rock Sharpe Crystal sets an authentic style note. Look over the Rock Sharpe Crystal collection at your favorite store today. Prices vary from East to West. Write Sharpe, Inc., Dept. L-12, Buffalo, N. Y., for folder.

LOVELY BECAUSE OF AUTHENTIC DESIGNING



Much of the Early Colonial furniture used this "peacock tail" inlay design. Sharpe combines it with a Waterford border and fronds of palm leaves to make "Williamshurg" another sparkling Early American design. As low as **\$1.25** each.



"Crestwick" has a sound Regency background. Every cutting on it is planned to take full advantage of the light. And notice the clever stem that imitates woven wicker. From time to time, here's a goblet that says "style and elegance" in every line. As little as **\$1.25** each.



"Diamond and Fan" has a stylized fan device taken from Colonial decorating and used to top a square cut diamond pattern. With the 7-sided diamond stem (an exclusive Sharpe patent) you have a goblet that will be the envy of all your friends. Low as **\$1.75** each.

Mexican maneuvers (continued)



37-mm. all-purpose gun is designed as a cheap combination of anti-tank, anti-aircraft and field gun. No shield protects the gunners. Note split trail for high elevation.



Vought Corsairs sit on the flying field. During maneuvers the Mexican Air Force had six planes in the air, some 20 more in reserve. All are more than five years old.



Army chiefs consult maps. Top men in the Mexican Army, Brigade General Sanchez (left) is Chief of Staff of maneuvers, Gen. Macías is Secretary of National Defense.



Anti-aircraft defense on which Mexico must depend consists of this modern French Hotchkiss anti-aircraft gun and a few old Danish Madsen guns of the same type.



Cavalry marches to flank a hill. Backbone of the Mexican Regular Army consists of 18,000 of these troopers. Mounted on fast, wiry horses, they can move over any terrain.



Military attachés watch maneuvers: (l. to r.) Maj. Tausch and Col. McCoy (U. S.), Maj. Llosa (Peru), Maj. Pérez (Mexico), Maj. Kato (Japan), Maj. Tijerina (Bolivia).

CONTINUED ON NEXT PAGE

Bringing Up Gran'ma



YOU SHOULD KNOW MY GRAN'MA! She's really a sweetheart! And just busting with personality. But don't ever try to change some of her strong-minded ways. "Puss," she says to me, "nothing, absolutely nothing in the world, can do you as much good as a real old-fashioned purge!"



"BUT, GRAN'MA," says I, "we're not living in the Covered Wagon days. Things have changed a lot. Did it ever occur to you to find and correct the cause of your trouble? You come down to breakfast; I have something swell to show you."

"ALL RIGHT, MISS SMARTER-THAN-I," says Gran'ma, "what's this modern marvel?" "Just a delicious breakfast cereal," says I. "KELLOGG'S ALL-BRAN. If your trouble is the kind that's due to lack of proper 'bulk' in the diet, ALL-BRAN will go right to the cause of it. Eat it daily and drink plenty of water."

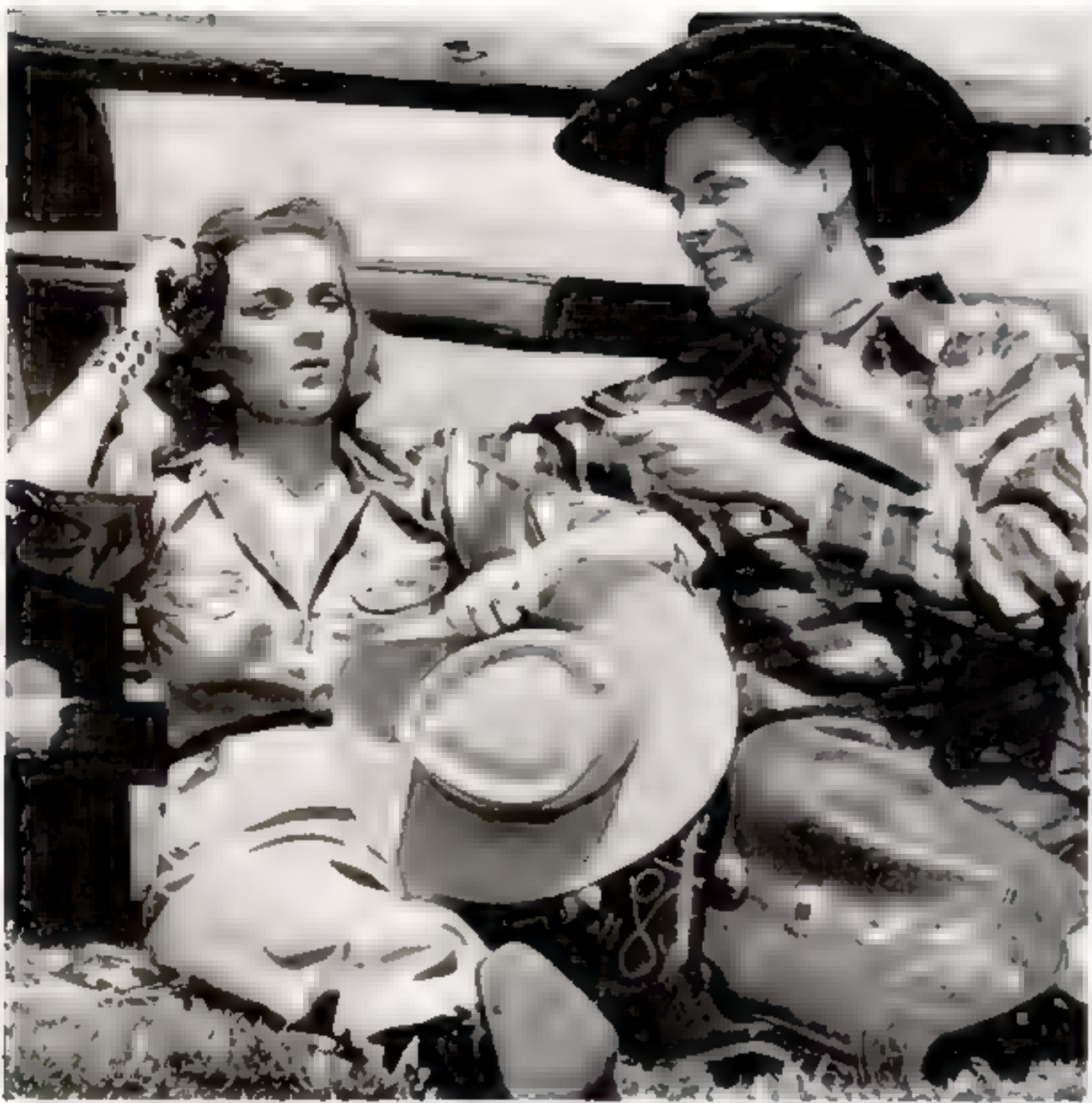


"HOLD YOUR HOSSES!" says Gran'ma. "This is downright delicious! Young woman, if a cereal as tasty as this can do the trick you spoke of, I'll put you down for another thousand in my will!" And, bless her heart, *she did!*

Join the "Regulars"
with *Kellogg's* ALL-BRAN

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1941, BY KELLOGG COMPANY



"Have a nice, lip-smacking cola?" he asked, digging into his jeans . . . Yes—now you can get a tempting COLA flavor in a wonderful candy—satisfying, delicious COLA flavor LIFE SAVERS!



A man with plenty on the ball may never even get to first base if his breath doesn't make a hit. Sweeten your breath with PEP-O-MINT LIFE SAVERS.



Nothing's drier than a dry speech—unless it's your mouth after eating and drinking. Tingly COLA LIFE SAVERS freshen things up.



Everybody's breath offends sometimes after eating, drinking, or smoking. Save yours with LIFE SAVERS! Choice of 14 delicious mint and fruit flavors. Sold everywhere. 5¢.

Mexican maneuvers (continued)



Colonel Francisco Javier Llanas, 97, honor guest at the maneuvers, is served with evening coffee. He helped defeat the French at the Battle of Puebla on May 5, 1862



Four-ton tank is moved up to the battlefield in a light truck. Precious equipment is treated with reverence and care in the Mexican Army, stays in good condition.



Siesta hour interrupts military problem as these infantrymen relax along the roadside. Note camouflage which springs from packs and droops on the soldiers' helmets.

Have You Heard These Four Great Columbia Releases?

LEOPOLD STOKOWSKI

CONDUCTING

THE ALL AMERICAN YOUTH ORCHESTRA



Columbia is indeed proud to announce the simultaneous release of these three great symphonic recordings by this gifted orchestra and its famous conductor who are currently on a triumphal concert tour of America.

BEETHOVEN'S FIFTH SYMPHONY. Here is the definitive recording of this superb symphony in an unparalleled Stokowski interpretation. Five 12-inch Records, Set 451 **\$5.50***

STRAVINSKY'S FIREBIRD SUITE. Mr. Stokowski and his brilliant orchestra have caught all the vivid colorings, savage rhythms and biting dissonances of this dazzling ballet. Three 12-inch Records, Set 446 **\$3.50***

BRAMH'S FOURTH SYMPHONY. A really magnificent performance of one of the world's most thrilling and best loved classics. Six 12 inch Records, Set 452 **\$6.50***

LOTTE LEHMANN . . . A BRAHMS RECITAL. A premiere of major importance . . . this is the first of a series of Masterworks releases by this truly great artist, now recording exclusively for Columbia. Widely accepted as the greatest living exponent of the art of Lieder singing, Miss Lehmann is at her best in this lovely series of eight immortal songs by Johannes Brahms.



Two 10-inch Records, two 12-inch Records, Set M-453 **\$4.00**

ANDRE KOSTELANETZ and his Orchestra with ALEC TEMPLETON at the piano . . . George Gershwin's RHAPSODY IN BLUE.



Here is the Rhapsody in Blue at its very finest—alive with a terrific emotional impact, sweep and power . . . the result of the unique collaboration of two of the foremost exponents of modern American music.

Two 12-inch Records, Set X-196 **\$2.50**

BRUNO WALTER and the PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK . . . Beethoven's "EROICA."

Acclaimed by critics and public alike, this supreme rendition of Beethoven's mighty work has been hailed as the greatest triumph of Bruno Walter's career. It marks the American recording debut of this world-celebrated conductor, a "must" for all lovers of really fine music.



Six 12-inch Records, Set 449 **\$6.50***

* Available in automatic sequence

Trade Name "Columbia," "Masterworks" and Reg. U. S. Pat. Off.



Ina Claire, lovely American actress—from an original painting for Columbia by Carl Erickson

Ina Claire

APPLAUDS A DRAMATIC PERFORMANCE BY COLUMBIA RECORDS

"WHEN I began my library of classical music, records were certainly a sedate affair. Nothing dramatic ever seemed to happen. That is—not until the new Columbia record company started to bring out the new Columbia Masterworks.

"I don't know the technical mysteries that make these records so perfect. But they're simply breath-taking!

"They've got a brilliance that's almost unbelievable. And Columbia has hushed surface noise so that you feel as though the artists were right in the room with you.

"It's wonderful, too, the way Columbia keeps adding to its superb list of exclusive artists and orchestras.

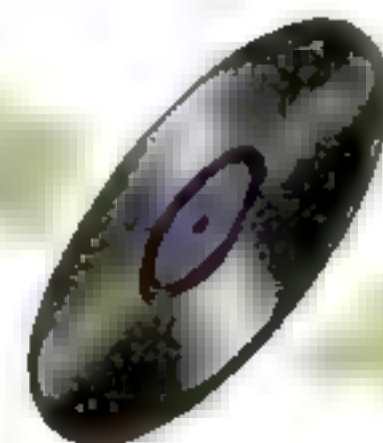
They now have seven out of the ten major symphony orchestras in America, including: The New York Philharmonic with Bruno Walter, Stravinsky and Barbirolli; The Cleveland Orchestra with Rodzinski, Minneapolis with Mitropoulos, Pittsburgh with Reiner, Chicago with Stock and the CBS Symphony with Howard Barlow. Among the soloists are Lotte Lehmann, Robert Casadesus, Joseph Szigeti, Nelson Eddy, Salvatore Baccaloni, Bidu Sayão, Risé Stevens, Walter Gieseking, and many more.

"And then—another exciting development was Columbia's introduction of new low prices...opening the doors of great recorded music to millions of people everywhere."

Columbia

MASTERWORKS RECORDS

COLUMBIA RECORDING CORPORATION  A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.



GENERAL MOTORS?

RIGHT HERE ON MAIN STREET

Of course you will find dealers who sell General Motors cars in your home town—you probably know one or more of them.

But—what is equally important—you will find them on every Main Street from coast to coast and from border to border.

In the course of providing their own customers with the service of trained mechanics and with quality parts, they make it possible for every man or woman who owns a General Motors car to find prompt and reliable service on thousands of Main Streets throughout America.

These dealers are our partners in progress. Our job is to furnish them with the finest motor-car values that GM research can develop or GM manufacturing resources can produce. Their job is to bring these cars to market—and keep them rolling through years of use.

They bring to that job a steadily increasing skill in management, a standard of business judgment that entitles them to recognition as one of the finest groups of merchants in America. They are just that, with mighty few exceptions.

And they are something more. They are valuable assets to any community — good men to know as neighbors and friends.

GENERAL MOTORS



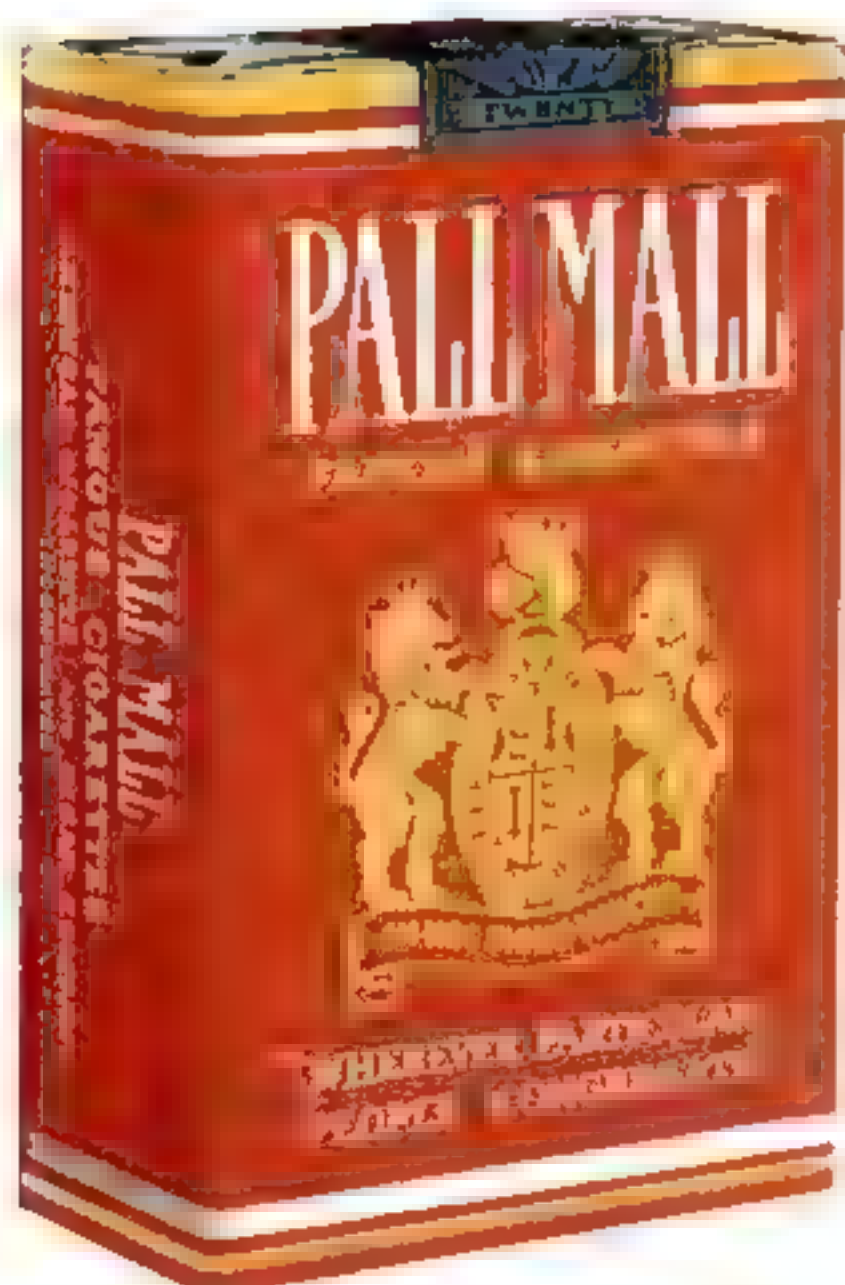
CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC





In cigarettes, as in coast defense guns, it's modern design that makes the big difference!

*"Yes, Colonel—*Pall Mall's modern design filters the smoke—lessens throat irritation!*"*



Of traditionally fine tobaccos

• Modern design has made a vast difference in coast defense—has given these streamlined railway guns a new kind of performance. That's important—for lives may depend on their range and accuracy—their modern design.

Listen to the men who direct these guns. They'll tell you that in cigarettes, as in coast defense guns, it's modern design that makes the big difference

Pall Mall's modern design brings you an entirely new kind of smoking pleasure. For this streamlined cigarette is deliberately designed to give you a much smoother, less irritating smoke. You see, tobacco is its own natural filter. In Pall Mall the

smoke is measurably filtered—filtered over a 20% longer route of Pall Mall's traditionally fine tobaccos.

Pall Mall's modern design also means a definitely cooler smoke. The additional length travels the smoke further—gets rid of heat and bite on the way.

Now, at last—thanks to modern design—a truly fine cigarette provides in fact what other cigarettes claim in theory—a smoother, less irritating smoke—Pall Mall.

Prove it! Yourself, try Pall Mall critically. See if you, too, don't agree that—

"Pall Mall's modern design filters the smoke—lessens throat irritation."

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

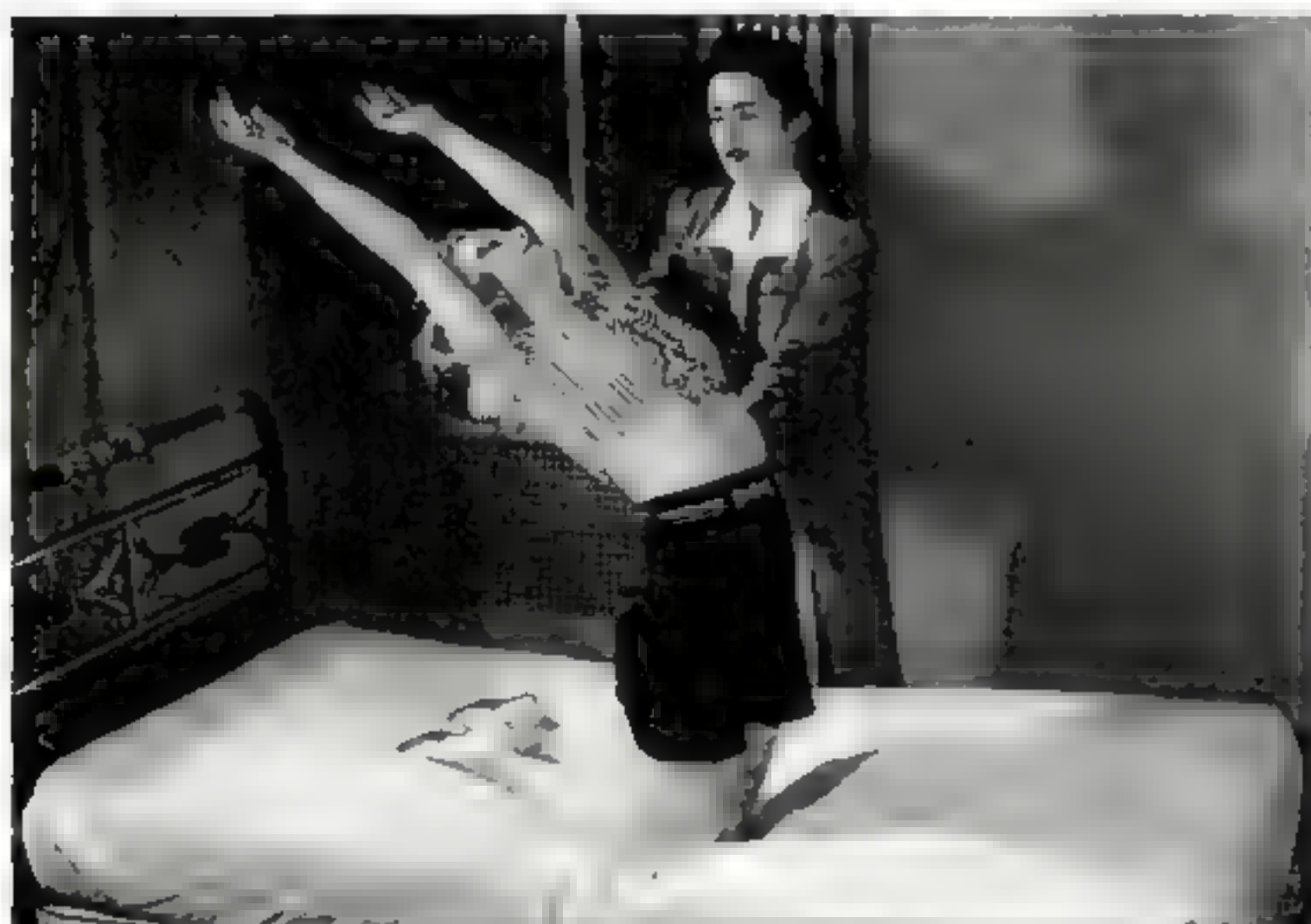


WOMEN ATTENDING LECTURE BY MARTHA ALDEN ON "HOW TO GO TO SLEEP" AT ABRAHAM & STRAUS DEPARTMENT STORE ARE AMUSED AT MODEL'S HEAD-STANDING FEAT

EXERCISES TO BE DONE IN BED ARE FEATURED IN TALK ON HOW TO GO TO SLEEP

Standing on one's head is, according to Martha Alden, lecturer on sleep for Pequot Mills, an excellent remedy for insomnia. Since few people can attain this topsy-turvy posture, Miss Alden has devised a number of other exercises to be done in bed which induce sleep. With the help of a model, Miss Alden lectures on "How to go to Sleep" before sleep-perturbed groups in department stores and women's clubs. Some of Miss Alden's hints for insomniacs are

shown on this and the pages following. Among other suggestions is to visualize a large piece of black velvet and paint big white 3's on it until you fall asleep. Another is to imagine a huge white ball far away, then slowly bring the ball closer. As it approaches it gets smaller and smaller and finally as a tiny white ball rests lightly right between the eyes, Martha Alden is 24 years old, a graduate of Purdue University, sleeps like a lamb without benefit of exercises.



Grand salami is recommended for stiff, tired back muscles. Kneel on the bed with arms stretched toward ceiling, drop head and torso backward and then slowly stretch upward.



Complete collapse is the second step. Quickly drop forward, letting the head fall between arms on bed. Relax completely, with trunk folded back on heels. Repeat four or five times.



“MYSTERY SHIP” reveals a Secret to Motorists

THE Army's Bell Airacobra, christened the "Mystery Ship", is like the car you drive in one respect.

Its big 1000 h.p. engine and your car's high-compression motor must fight the same hazard—HEAT.

In a plane or car, heat can play havoc with ordinary motor oil. "Burn it up"... form sludge and carbon... cut short the life of a motor.

That's why aviation experts demand—not ordinary motor oil—but *super heat-resistant oil*. That's why so many of America's planes* use only 100% Pennsylvania oil... the most heat-resistant type of oil in the world.

Why not give your car the same protection... by choosing the motor oil made by the world's largest marketers of 100% Pennsylvania oil—Veedol?

Veedol's top-priced Pennsylvania crude has the highest natural heat-

resistance of any crude. Then, after the 8 usual refining processes, Veedol undergoes a 4th, patented process that further boosts its heat-resistance.

Start using Veedol—and you'll cut down repair bills, "burn up" less oil between drains. Veedol costs no more than many *non-Pennsylvania* oils.

*Surveys show that majority of America's transport and private planes use 100% Pennsylvania oil. Army and Navy figures not released.



WARNING! Don't accept "just any" Pennsylvania oil. They differ. Insist on genuine Veedol... made from top-priced Bradford crude, super-refined by a patented process for extra heat-resistance. A Product of Tide Water Associated Oil Company.



VEEDOL
100% Pennsylvania
**Your Motor's Best
Defense Against Heat**

Copyright 1941
by Tide Water
Associated Oil
Company

Sleep exercises (continued)



Sleepwear should be loose and unconfining, especially around the waist. Miss Alden frowns on pajamas both for men and women, strongly favors a revival of nightshirts.



Animals in bedroom are a sleep menace. Purring cats, snoring dogs, fluttering canaries, and general animal restlessness hasten the plight of light sleeper into insomniac.



Warm milk or other light, slightly nourishing drink is recommended before turning out the light. Bedtime literature should be dull. Miss Alden suggests the dictionary.



Loudly ticking clocks should be muffled. Since light is as disturbing as noise, the bedroom should be kept dark. Wherever possible bed should not face eastern window.



Cold wet towel at nape of the neck is hot-weather hint for lessening the flow of blood to the head. In winter, mustard sprinkled into woolen socks attains the same result.

CONTINUED ON NEXT PAGE



Here's a marvelous scientific product, SKOL, that actually filters out those rays of the sun that cause blisters and ugly, painful redness, while it lets the tanning rays pass through.*

• SKOL lets you get a glorious tan without burning, even if you are blond. Made after a formula first developed in Sweden for snowburn, SKOL is a quick-drying liquid. Doesn't pick up sand. Doesn't make you messy. Doesn't show.

SKOL is not greasy, not oily. Be sure to apply before going into the sun. Use after each swim. Relief! . . . SKOL also helps relieve painful sunburn and dry chapped skin.

Skol Company, Inc., New York.

*Scientific tests prove SKOL blocks out harmful rays below 3130 A.U., admits beneficial tanning rays above 3130 A.U.

SKOL

PREVENTS PAINFUL SUNBURN
NOT OILY



SKOL IS THE LARGEST SELLING NON-OILY SUNTAN LOTION IN THE WORLD



Go *direct to*

Grand Canyon

on your trip to or from CALIFORNIA

Santa Fe, the only railroad entering Grand Canyon National Park, provides daily year-around Pullman service direct to the South Rim of this famous wonderland...

And within a few steps of your Santa Fe train, you can stroll along the South Rim and leisurely

enjoy the indescribable and ever-changing beauty of this titanic scenic masterpiece.

On arrival at the Canyon be sure to join one of the economical all-expense tours... offering varied itineraries that include motor drives along the Rim, saddle trips down into the Canyon's painted gorges, meals and accommodations at Fred Harvey's famous El Tovar Hotel.

For free Grand Canyon picture booklet and full details on Santa Fe transcontinental service via Grand Canyon, just mail coupon.

T. B. Gallaher, Passenger Traffic Manager
974 Railway Exchange Bldg., Chicago
Send Grand Canyon picture booklet, and full details on Santa Fe service.

Name

Address



Sleep exercises (continued)



Leg pulling is the name of this exercise. Pull the left leg back to abdomen, then slowly slide it out straight. Alternate with the right leg. Repeat the exercise about ten times.



Home stretch is done by lying flat on the back with hands clasped parallel to middle of body. Rise forward slowly with the hands still tightly clasped. Repeat five times.



Cat stretch consists of twisting first the right and then left shoulder, keeping hips flat. Next keep shoulders as flat as possible and twist first the right and then the left hip.



Body roll is final exercise. Move to far side of bed. Leading with the hips, roll up on side and then flop over on the bed with face downward. Repeat from opposite side.



\$825[†]

BIG PRICE ADVANTAGE

AND DODGE FLUID DRIVE
(ONLY \$25 EXTRA)

SAFETY-RIM WHEELS

GUARD YOUR TIRES AND YOU

MASTER HYDRAULIC BRAKES

FOR EQUAL-PRESSURE BRAKING EFFICIENCY AND SAFETY

FLOATING POWER

ENGINE MOUNTINGS TO CRADLE YOUR ENGINE FOR LONGER LIFE

SAFETY-STEEL BODY

FOR MAXIMUM SAFETY AND YOUR PEACE OF MIND

FULL-FLOATING RIDE

FOR A "RIDING ZONE" WITH COMPLETE SHOCK PROTECTION

FINGER-TIP STEERING

FOR SWEETER, SMOOTHER HANDLING AT THE WHEEL

STARTING at the price level of \$825[†] Dodge has packed into its splendid Fleet of Luxury Liners probably the greatest *net value* in a motorcar ever offered to the American public.

Whether you want a two-door business Coupe, a big, bold and beautiful Limousine—or any other model—Dodge has got it for you at prices that are startling in their modesty.

Today's Dodge prices bring the average man, woman, or family into the midst of utmost motorcar luxury. And, always,

behind that fine luxury stand the proven Greatness of Dodge Engineering, and the sureness of Dodge Manufacturing. When Dodge cars leave the factory they carry with them this great *assembly of famous features which you obtain nowhere else*—including the sensational Dodge Fluid Drive.

Twenty-Seven Years of Excellence stands behind the beauty and the staunchness of the 1941 Dodge. You should act on this **TODAY**. There's certainly no obligation in looking and taking your first experimental Dodge ride. **DO IT TODAY.**

**FASTEST SELLING
LOWEST-PRICED CAR
WITH FLUID DRIVE**

DODGE

[†]This is Detroit delivered price and includes all Federal taxes and all standard equipment. Transportation, state and local taxes (if any), extra. Front directional signals, bumper guards and white wall tires at slight extra cost. Fluid Drive \$25 extra. See your Dodge dealer for easy budget terms. Prices subject to change without notice.

TUNE IN ON MAJOR BOWEN ORIGINAL AMATEUR HOUR, C. B. S., EVERY THURSDAY, 9 TO 10 P. M., E. D. S. T.

*America's Most
Distinguished
Beer*



THE BEER THAT MADE MILWAUKEE FA

DID YOU KNOW THIS ABOUT BEER?



When a puffing little steamer docked in New York harbor—on a cold winter day in 1883—the most important passenger to come down her plank was not a man or a woman, but an invisible something in a little black bag. It was the first specimen of pure-culture yeast ever to reach the New World. And it was going to Milwaukee—to the Jos. Schlitz Brewing Company.



Not many people could have told you, then, what "pure-culture yeast" was. But Schlitz had heard about it—heard how a Danish scientist had bred it from a single microscopic cell. And Schlitz knew that this yeast had a special power—that of fermenting beer *uniformly*.

So—back in 1883—pure-culture yeast became one more reason why people exclaimed over the

great flavor of Schlitz. To this day, people are still exclaiming; and the list of reasons why they like it has grown into the most impressive record in American brewing. For it is a fact that *nearly every major advance in American brewing has come from Schlitz.*



The consistency of this Schlitz record is not an accident. Rather, it comes from a principle—from the deep-rooted, traditional and unfailing respect felt at Schlitz for the science and art of brewing fine beer. This is how Schlitz, America's most distinguished beer, keeps its word to the millions of people who love its magnificent flavor.

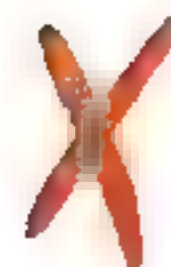
Have you tried Schlitz lately? Have you tasted it—savored it—compared it? If not, we believe you're missing a magnificent experience—the experience of finding out for yourself how gloriously *good* beer can be.



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BREWING CO., MILWAUKEE, WIS.



"Never Before" such
a beautifully smooth,
easy-to-clean linoleum



"Never Before" a
genuine inlaid linoleum
cushioned in rubber

"Never Before" linoleum
colors that match other home
furnishings so perfectly!



THE FLOOR IS THE KEY to the color scheme! Walls, curtains and accessories all match some hue in the gay new Nairn Treadlite Linoleum floor! You, too, can get results like this, because Nairn has keyed all their linoleum colors to other new home furnishings!... The floor here is Nairn Treadlite DeLuxe, No. 8525, with ready-made border, walls, Nairn Wall Linoleum, "Sardonyx," No. 7963; table-top and counters, Nairn Plain Linoleum, "Pearl Gray," No. 1123. (To keep them bright, use Nairn Self-Polishing Wax.)

Why, yes, your kitchen will be as gay and time-saving as these
if you re-do it the "Never Before" way!

HERE'S A GLORIOUS NEW THRILL in re-decorating rooms this spring!

CAUSE—now you get the wonderful "Never Before" advantages of a marvelous new linoleum, perfected by the pioneer linoleum maker. It's Nairn Treadlite Linoleum! It brings you unfailing "keys" to color schemes . . . new wear features . . . new economies.

LOOK at the diagram and you will see why!

On top, A is genuine inlaid linoleum, with all the colors matched to other new home furnishings for the first time! They can't fade or wear off. B is the new, waterproof felt backing that ends all fear of rotting, and makes a smoother, quicker-to-clean floor! C is a unique, built-in rubber cushion which protects the linoleum from strain, helps prolong its life. D is the factory-applied adhesive back, to be laid direct on the floor, for an extra-strong installation! YET ALL THIS COSTS YOU NOT ONE CENT MORE!



HURRY IN—see the lovely new Nairn Treadlite Linoleum patterns and start planning a "Never Before" kitchen of your own!

FOR GAME-ROOMS, LAUNDRIES, SUNPORCHES! Now Nairn Linoleum Tile (Damp-proof)—an exclusive new development—makes it practical to put a lovely, resilient, easy-to-clean inlaid linoleum floor in the basement, on a porch, or wherever moisture occurs on or below grade! Installed, tiles are sealed against moisture not only but four times! Tiles come in two sizes and six richly marbled colors. Arrange them in any pattern you like—there are countless possibilities! The handsome floor below uses two tiles, T-78 and T-76—in an interesting arrangement.



SEND FOR THIS NEW DECORATION BOOK!—"A Treasure House Of 'Never Before' Rooms—and How To Do Them!" Packed with new ideas, new pictures! Send for it, Box 11, Congoleum-Nairn Inc., Kearny, N. J. . . . The new-style kitchen dining room above demonstrates again how easy it is to match table-top, chairs, dishes—indeed anything you need, to your floor—if you use Nairn Treadlite Linoleum! This floor is Treadlite Service, No. 9217. Countertops, "Coral," No. 1129 in Nairn Linoleum.



NAIRN
LINOLEUM

THE OLDEST MAKERS
OF LINOLEUM
NOW BRING YOU
NEW BEAUTY,
NEW ECONOMY,
LONGER WEAR



Skipper gets his first glimpse of the U. S. from an old dishpan which served as bed and bath on trip from Liberia. Unless he is kept wet most of the time, his skin peels.

WORLD'S SMALLEST HIPPOPOTAMUS ARRIVES IN U. S. FROM LIBERIA

On May 12 there arrived in New York the youngest and smallest baby pygmy hippopotamus ever captured alive. Abandoned by his mother, he was found by Liberian natives and turned over to Silas E. Johnson, divisional superintendent of the Firestone Plantations Co. Mr. Johnson, an amateur zoologist, took him along when he sailed for his biannual three-month vacation in the U. S. Now two months old, the baby hippo weighs 9 lb., is 18 in. long. New York ship news reporters named him Skipper.

The rarity of Mr. Johnson's pet lies in the fact that pygmy hippopotamuses, found only in Liberia, are stalwart fighters which fiercely protect their young. (A few of them have been bred successfully in U. S. zoos.) When he is full-grown, Skipper will weigh about 400 lb. Normal hippos weigh 50 lb. at birth, three tons at maturity.



Condensed milk and Pabulum provide vitamins. He consumes a half pint four times daily. He should also get cod-liver oil but being a vegetarian he violently refuses it.

CONTINUED ON PAGE 55



"That reminds me
of the **4 HIGHS** in
FIRE-CHIEF gasoline"



HIGH volatility to give you instant starts
HIGH power to breeze you up the hills
HIGH anti-knock to give you velvet smoothness
HIGH mileage to give you savings

You're Welcome AT
TEXACO DEALERS



TUNE IN FRED ALLEN—Texaco Dealers invite you to enjoy Fred Allen in the lively full-hour Texaco Star Theatre Program every Wed. Night—C.B.S.—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 9:00 M.T., 8:00 P.T.



DID YOU SAY “bring the children free?”



YOU BET WE DID! . . .

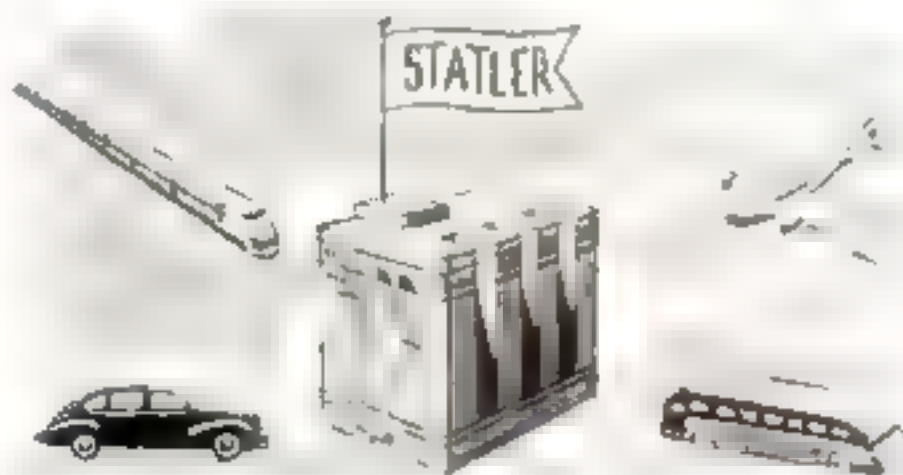
During July and August, when you go vacationing with your family, stay at any of the seven Statler Hotels. Pay only the regular room rate for yourselves—there will be no room charge for your children. *We'll include the youngsters free!*

It's all part of the unique new Statler plan to help you enjoy the most comfortable, care-free vacation ever, yet keep expenses within a modest budget. If you travel by car, you'll like these *additional services*, too . . .



★ *Modern garage service*—a new kind of service whose objective is to relieve you of work and worry, and at really reasonable rates. Gasoline, oil, etc., are supplied at prevailing city prices. In addition, the radiator is filled, the

windshield cleaned, and your car made generally ready for the road. Your car is returned promptly when you want it, with a report of its condition and a convenient route map.



★ We'll supply you with local city maps and sight-seeing information in each of the seven Statler cities: Boston, Buffalo, Cleveland, Detroit, St. Louis, New York (Hotel Pennsylvania) and Pittsburgh (Hotel William Penn).



★ If you want to save time on the road, we'll pack a delicious box luncheon for you. It is reasonably priced, and it will be ready when you leave.



★ If you are going from one Statler city to another, we'll make reservations ahead for your party, without charge.

Why not give *your* family the pleasure and security of traveling the Statler way? . . . at such amazingly low rates? You'll double your vacation pleasure! As for us . . .



We want you to learn why Statler Hotels have long enjoyed the confidence of the travel-wise. How, in the past few years alone, *more than five million dollars* have been spent to make Statler Hotels finer than ever. We want you to see for yourself why, in a recent travel survey, the hotel preferences of the thousands of people interviewed totaled up to this fact . . .



STATLER OPERATED

	For one	For two
HOTEL PENNSYLVANIA . . .	\$3.50	\$5.00
NEW YORK		
HOTEL WILLIAM PENN . . .	\$3.50	\$5.00
PITTSBURGH		

NOTHING OLD-FASHIONED
BUT THE HOSPITALITY

Statler Hotels

HOTELS STATLER IN

	For one	For two
BOSTON	\$3.50	\$5.00
BUFFALO	\$3.00	\$5.00
CLEVELAND	\$3.00	\$4.50
DETROIT	\$3.00	\$4.50
ST. LOUIS	\$2.50	\$4.50
WASHINGTON, D. C. (Now Building)		



Responsive and affectionate, Skipper cuddles in Mr. Johnson's arms. He has no odor, makes no noise. Gently trained, Skipper might remain an excellent pet even in adulthood. But he has already been sold to dealers. He will probably end up in a zoo.



A bit of exercise is Skipper's need at the moment. Necessity of keeping wet confined him to his dishpan during the voyage from Africa. Mr. Johnson sat up nights sloshing water over him as shown below. Despite his efforts, Skipper has begun to peel.



This "Dirty RAT" was Stealing Gas!

Dirty or worn spark plugs steal as much gas as one gallon in ten. Have your plugs checked, cleaned, and regapped. Replace those that are worn. Be sure of better performance and mileage.



Oxide forms on insulators, so—
your plugs may look like this

For More Than 32 Years THE QUALITY SPARK PLUG

It is a matter of record that nearly every spark plug improvement which has stood the test of time was developed, and introduced, in AC Quality Spark Plugs.



Get Plugs
CLEANED
where you see
← THIS SIGN

AC's are Standard Factory
Equipment on more cars
and trucks than any other
make of spark plugs



AC SPARK PLUG DIVISION • General Motors Corporation • FLINT, MICHIGAN

WATER

**MAN-MADE LAKES, PONDS AND RIVERS TURN
20,000,000 BARREN U.S. ACRES INTO BLOOM**



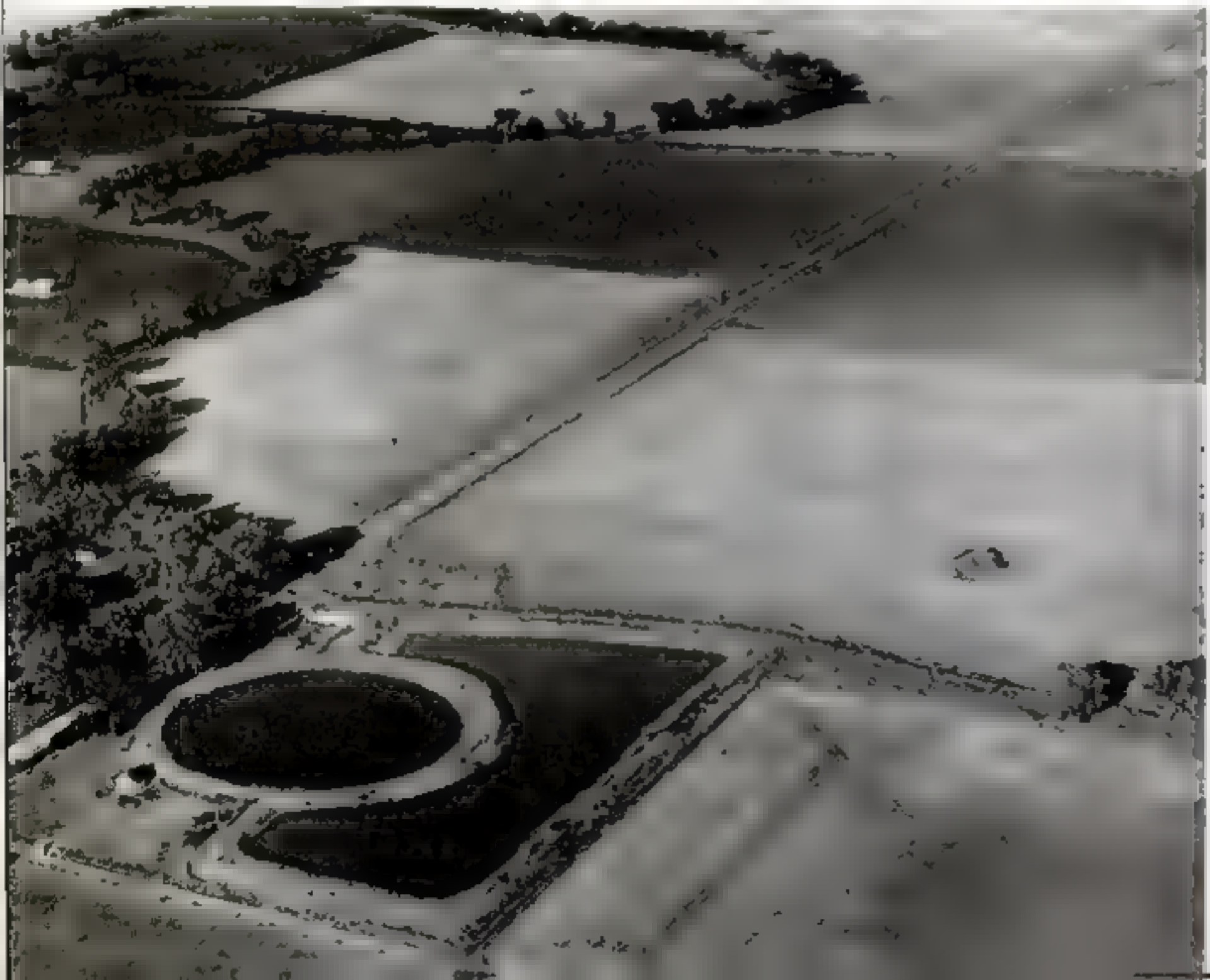
Into the "Glory Hole" at Owyhee Reservoir, the spring overflow plunges 300 ft. straight down into a tunnel that lets it out into river below dam. Owyhee

is one of four big dams in the Reclamation Bureau's Bouse-Owyhee projects which have made 300,000 acres bloom in barren wastes of Oregon and Idaho.



Farms on the Daer Flats near Boise, Idaho, are supplied with water first impounded by the Reclamation Bureau's Arrowrock Dam (shown above on opposite

page). Below At Greeley, Col., pioneer irrigation center, an ingenious two-level balancing reservoir keeps water always high enough to flow into ditches.



West of the 100th meridian, which bisects the U. S. from the Dakotas to the Texas Panhandle, water is a precious and jealously rationed commodity. Virtually nowhere in the 17 States between that line and the Pacific Ocean does enough rain fall to grow a good crop more than once in a decade. To get water on the land the farmers and engineers of the West have trapped the meager rainfall and the melting mountain snows in thousands of man-made lakes and ponds, laid down a grid of canals and ditches that has transformed the barren landscape. This summer the 20,000,000 irrigated acres, out of the 740,000,000 of the Great American Desert, will produce such familiar U. S. crops as Colorado melons and sugar beets, Idaho potatoes, Washington apples, California oranges and the green vegetables of Imperial Valley.

The ditches were first dug on a small scale by Indians and Franciscan missionaries and later by the Mormons. By 1900, 9,000,000 acres in the West had been brought under irrigation. Progress since has been largely the achievement of the engineers of the U. S. Bureau of Reclamation, the greatest builders in history. Three of their dams, Boulder, Coulee and Shasta, are the biggest structures ever built by man. The 20,000,000 acres which are now watered by irrigation support directly more than 800 cities, towns and villages and a population of 2,000,000. The last U. S. frontier for future settlement are the 20,000,000 more potentially irrigable acres that will someday be supplied with water.



Water soaks desert in the Imperial Valley, as barefoot farmer keeps it flowing evenly over ground. This came through Imperial Canal from the Colorado River.



RAINBOW RIDES THE MIST IN FRONT OF ARROWROCK DAM, NEAR BOISE, AS VALVES CONTROLLING RESERVOIR LEVEL PROJECT 1,000 SECOND-FOOT OF WATER INTO BOISE RIVER



Bench flume leads water from Owyhee Reservoir down seven miles of red wasteland to Oregon fields. In background water is siphoned down and up a gulch to bench on far hillside.



Owyhee siphon tunnels Owyhee Reservoir water under Owyhee River. River water comes from same reservoir. Siphon feeds into 45-mile-long North Canal, which waters 77,000 acres



Main canal in irrigation system, near Logan, Utah, here bisects alfalfa fields. From such big canals, smaller lateral ditches distribute the water across country to farm field grids.



Bright green crop of beans approaches harvest, with day's ration of water soaking into furrows. Without irrigation, this field at Greeley, Colo. would produce only sagebrush.



Green fields and brown range flank New York Canal. Dry sagebrush range, uphill from canals, is waterless. Water flowing from top left to lower right-hand corner of picture in main

canal traces higher contours, carries water to fields many miles beyond. Into lateral canal, down center of picture, water is diverted by gate in the main ditch to supply nearby fields.



Check dam in lateral canal, in Owyhee system, keeps water flowing slowly, prevents wash-out of canal. Blade projecting into the water (*left*) is calibrated to measure volume of flow.



Diversion canals start Colorado River water on its 80-mile trip from Imperial Dam in background through the All American Canal to the gardens and groves of Imperial Valley, Calif.



First water for Gila Canal runs down from headworks at Arizona end of Imperial Dam. Muddy water of Colorado River is held in huge basins before it is permitted to run into A. American on west and Gila Canal on east side of river.

First water over Grand Coulee, in June 1940, made this picture of a near-mock waterfall, 183 ft. higher than Niagara. Already generating power, the dam will pump water onto 1,200,000 arid acres in the Grand Coulee, 280 ft. above dam at the P. M. L.



No "Bottleneck" Now

—this new Super Highway over Altamont Pass, cutting the 405 miles from San Francisco to Los Angeles to a 9-hour jaunt, for drivers who "don't spare the horses."

"Old-Timers" who crossed Altamont Pass two or three years ago tell of driving bumper-to-bumper on the narrow old road. But now the San Francisco-Los Angeles trip gives you hundreds of miles of *sustained-speed* driving.



WARNING
SUSTAINED SPEED—MADE POSSIBLE
BY AMERICA'S NEW "ROADS OF
TOMORROW"—CALLS FOR "X" SAFETY
FACTORS IN MOTOR OIL

"Roads of Tomorrow"—yesterday, a dream on an engineer's drawing board... Today, a reality—tens of thousands of Super Highways and fine "open-country" highways engineered for sustained speed with safety...

BUT sustained speed brings a new engine hazard—it intensifies the punishment which motor oil must take. Until recently, even oil considered "the best money can buy" was not made for these new extreme conditions.

Under sustained speed, chemical changes may take place in such oil, allowing motor damage.

After 3 years of work in anticipation of this new lubrication problem, scientists at the "University of Petroleum," Shell's \$3,500,000 research labora-

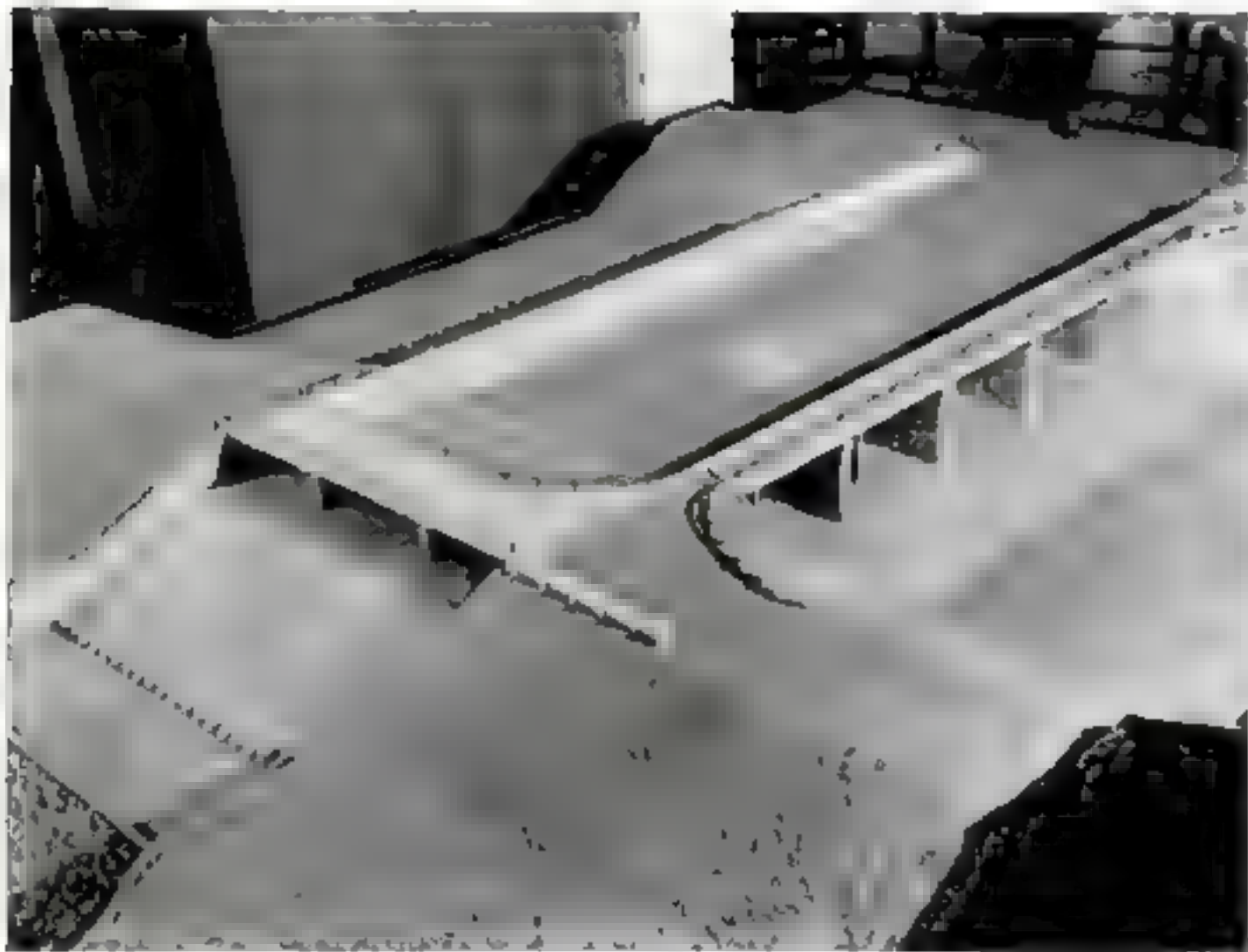
tories, have produced a super-lubricant—Shell X-100. Extra safety factors—the "X" factors of Shell X-100—enable this oil to resist chemical changes, even in "all-out" performance.

This may be a safer oil than you need. Excellent oil for ordinary driving can be bought for less. But if you sometimes call on your late-model car for capacity performance, DRAIN AND RE-FILL NOW WITH SHELL X-100. It's safety insurance—now at all Shell dealers.



35¢ a quart

FOR SUSTAINED SPEED AND EXTREME CONDITIONS

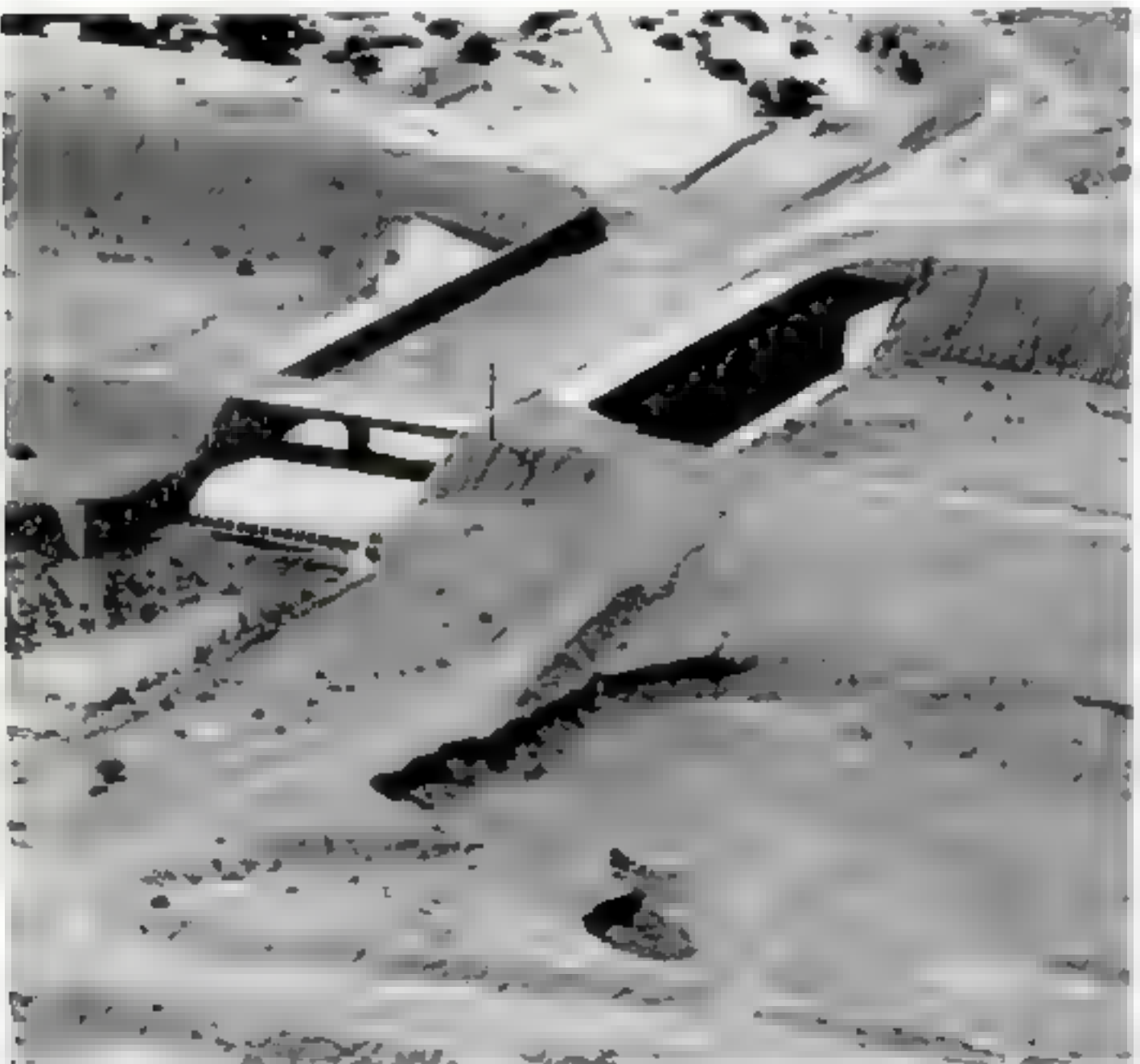


Laboratory model, for a "grade crossing" to carry spring torrents across the walls of the All-American Canal, was built in laboratory to test its stability and efficiency.

ENGINEERS FIRST TEST OUT DESIGN OF STRUCTURES WITH SCALE MODELS

The vast bulks of Boulder, Grand Coulee and Shasta dams have tucked to the almanacs a familiar sum of awesome statistics. But for sheer boldness and daring, the ideas that inspired these structures find precedent only in the mythological feats of Paul Bunyan. With power from Shasta, for example, water will be pumped back uphill 100 miles inland from the Pacific delta of the Sacramento River. There it will irrigate 400,000 acres of Central Valley and return to San Francisco Bay via the San Joaquin River, whose waters will be diverted farther upstream to irrigate more parched acres. Since the science of hydraulics is at best tentative and empirical, the U. S. engineers have set up an extraordinary laboratory at their Denver, Colo., headquarters, where every structure involved in execution of their ideas is tested thoroughly in scale models.

To prove the principles that will keep Boulder Dam firmly planted in Black Canyon, numerous scale models of the dam in plaster, celite, rubber, steel and concrete were subjected to intensive laboratory tests. The rush of tons of water through penstocks, turbines and needle valves is first carefully observed in transparent plastic models. In addition to these remarkable experiments in hydraulics, the laboratory has pioneered in the physics and chemistry of the soils and cement out of which dams and canals are built.



Structure built in the desert near the California-Mexico border has already performed satisfactorily this spring. The All-American Canal will go into operation this autumn.

These Cocktails Have what it takes

✓ THE CLUB BAR-MAN uses world-famous imported Vermouths and Cognac from our huge reserves, acquired before shipments ended from abroad. Our foresight is your good fortune—for you get the benefit in HEUBLEIN'S CLUB COCKTAILS.

Nowadays, more and more cocktail connoisseurs are serving HEUBLEIN'S CLUB COCKTAILS. Better cocktails—because they've got what it takes. Better cocktails—because they're professionally made!

Few home-made shake-ups can touch them for quality or smooth flavor—or speed! Just add ice—and pour! No waste, either...for drinks left in the bottle keep indefinitely.

HEUBLEIN'S Club COCKTAILS

Copyright 1941, G. F. Heublein & Bro., Hartford, Conn.



7 POPULAR VARIETIES Always Ready—Always Right

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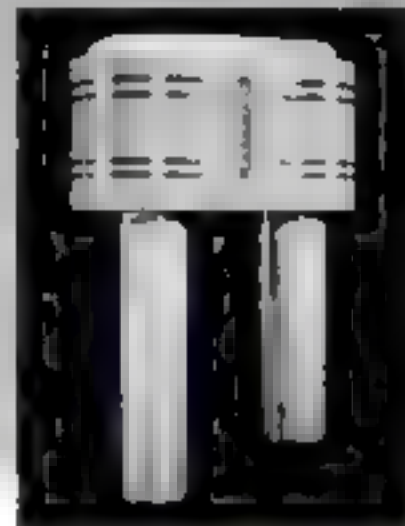
Bet someone gave them a

NU TONE DOOR CHIME!

KITCHENEER

[K5395] White or Ivory baked enamel, bright chromium trim. Resonant. Kitchens, breakfast nooks. 12 1/2".

\$3.95



♪ Happy bride... happy groom! And thrice happy friend, who was smart enough to send a NuTone Door Chime as a wedding gift! A NuTone's sure to be cherished, for it makes living so pleasant. No more harsh doorbells! Instead, two musical notes for the front door, one for the rear.

Many models to choose from, beautifully designed for any type home and easily installed to the wiring that's already in. Two popular ones are shown here. Others are priced \$1.95 to \$29.50. If your dealer does not have these NuTone models in stock, send check to the factory, with your dealer's name. Or send for descriptive folder 4023P.

NU TONE CHIMES, Inc. CINCINNATI, OHIO

MT. VERNON Charming, authentic Colonial 3-tube effect, in brass. "Furnish-proof" 11 1/4". \$5.95





LEG CONTESTANTS HOLD THEIR CAN-CAN SKIRTS HIGH TO CONCEAL THEIR IDENTITIES

NEW YORK ART DIRECTORS' CLUB HOLDS A

The legs on these pages belong to the top six professional leg models of New York. They are clothed in can-can costumes, held high to hide their owners' faces. Thus deprived of identity, these twelve presumably most beautiful legs were submitted last month to a beauty contest before the New York Art Directors' Club. The judges, who included Muralist Dean Cornwell and Magazine Illustrators Arthur William Brown and Bradshaw Crandell, after mature consideration selected those of June Cox ("Fleurette") as winners. Below each pair of legs LIFE prints their owner's face, which had nothing to do with the selection.

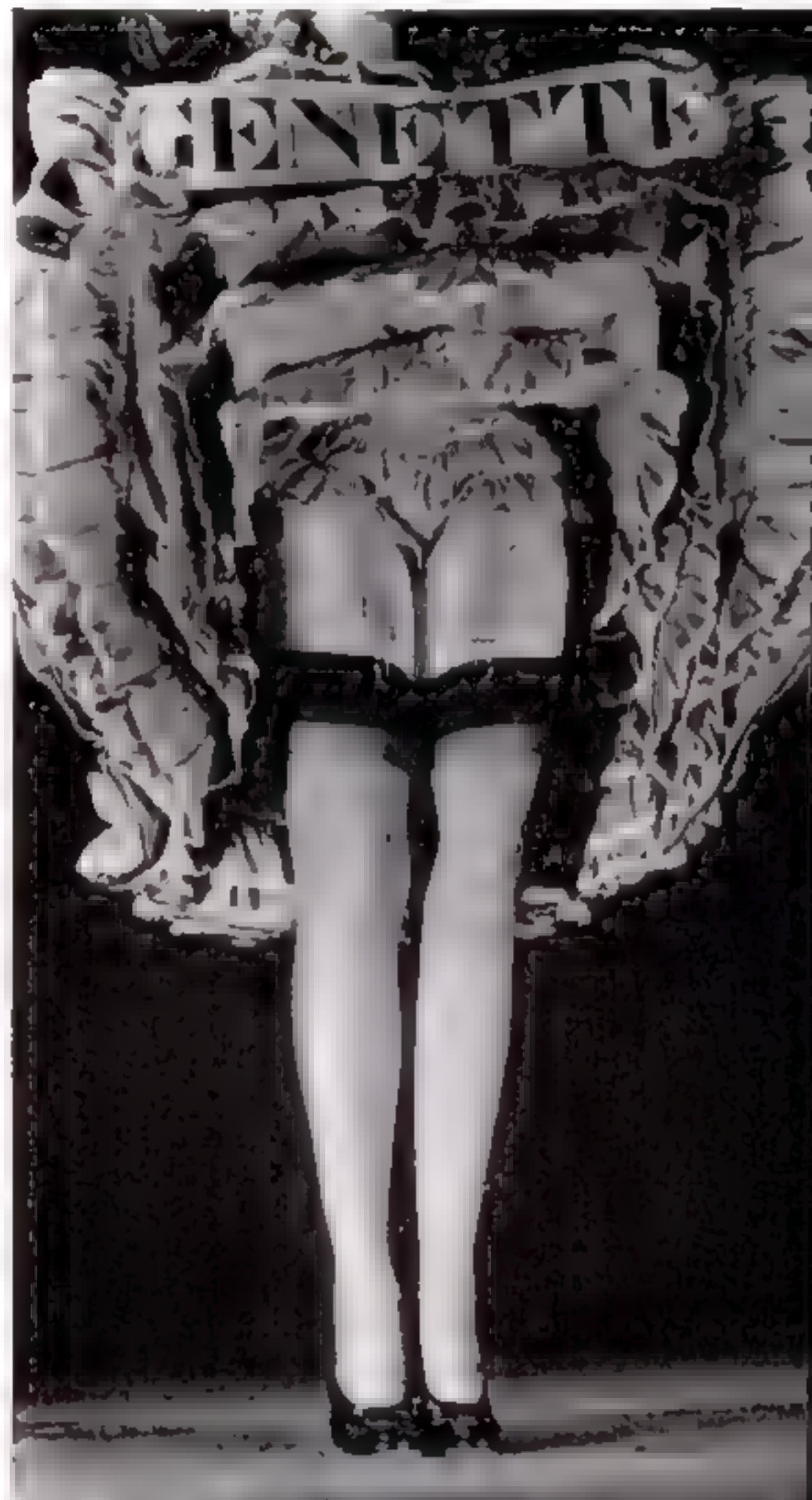
About all this lingered a faint air of publicity at the hands of hostery pro-



WINNER JUNE COX IS 22-YEAR-OLD POWERS GIRL



JANE HOUSE ("MANETTE") COMES FROM ASHTABULA, OHIO



BARBARA HERRARD ("GENETTE") IS NATIVE NEW YORKER



CONTEST TO PICK "MOST BEAUTIFUL LEGS"

moters, but about the unsurpassed excellence of U. S. legs there could be no doubt. While the artist's worship of the female form antedates recorded history, it has taken America to bring the lower limb to full recognition. The ancient Greeks had shyly draped the legs of the Venus de Milo in flowing folds. Rubens, Titian, Rembrandt and the classic painters of the Renaissance paid the leg but scant attention, and even Renoir, late in the 19th Century, almost ignored it. Until the 20th Century, it was just a prosaic section of the anatomy. It remained for America's athletic life to strengthen, lengthen and expose the limbs of its women, thus bringing to its full height the art of the leg.



JUDGES HOLD WHISPERED CONFERENCE, FINISH THEIR LUNCH DURING THE CONTEST



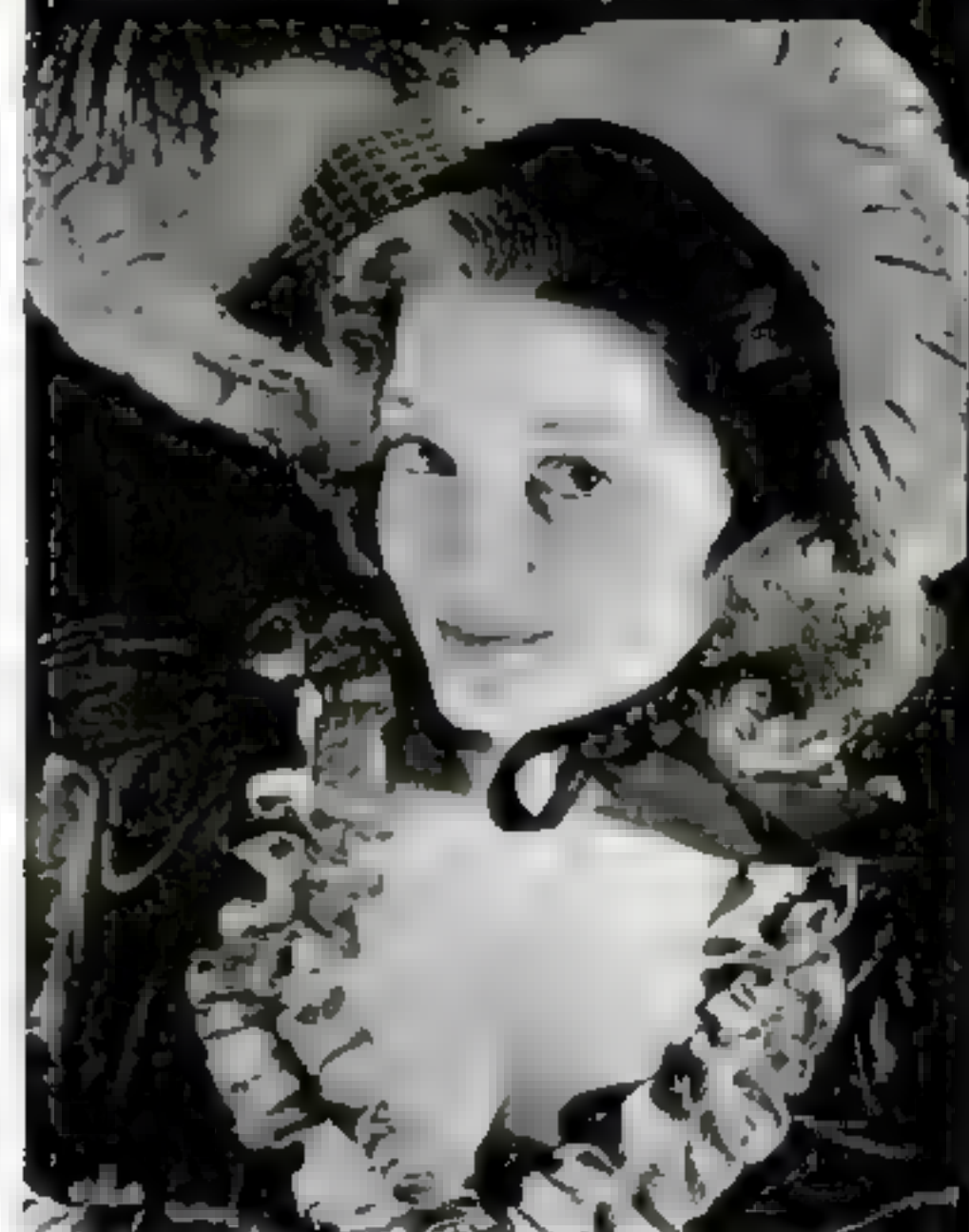
MARJORIE HOTHORN ("LISETTE"), 29, IS MARRIED



MARDEE HOFF ("JOSETTE") IS FAMOUS MAGAZINE MODEL

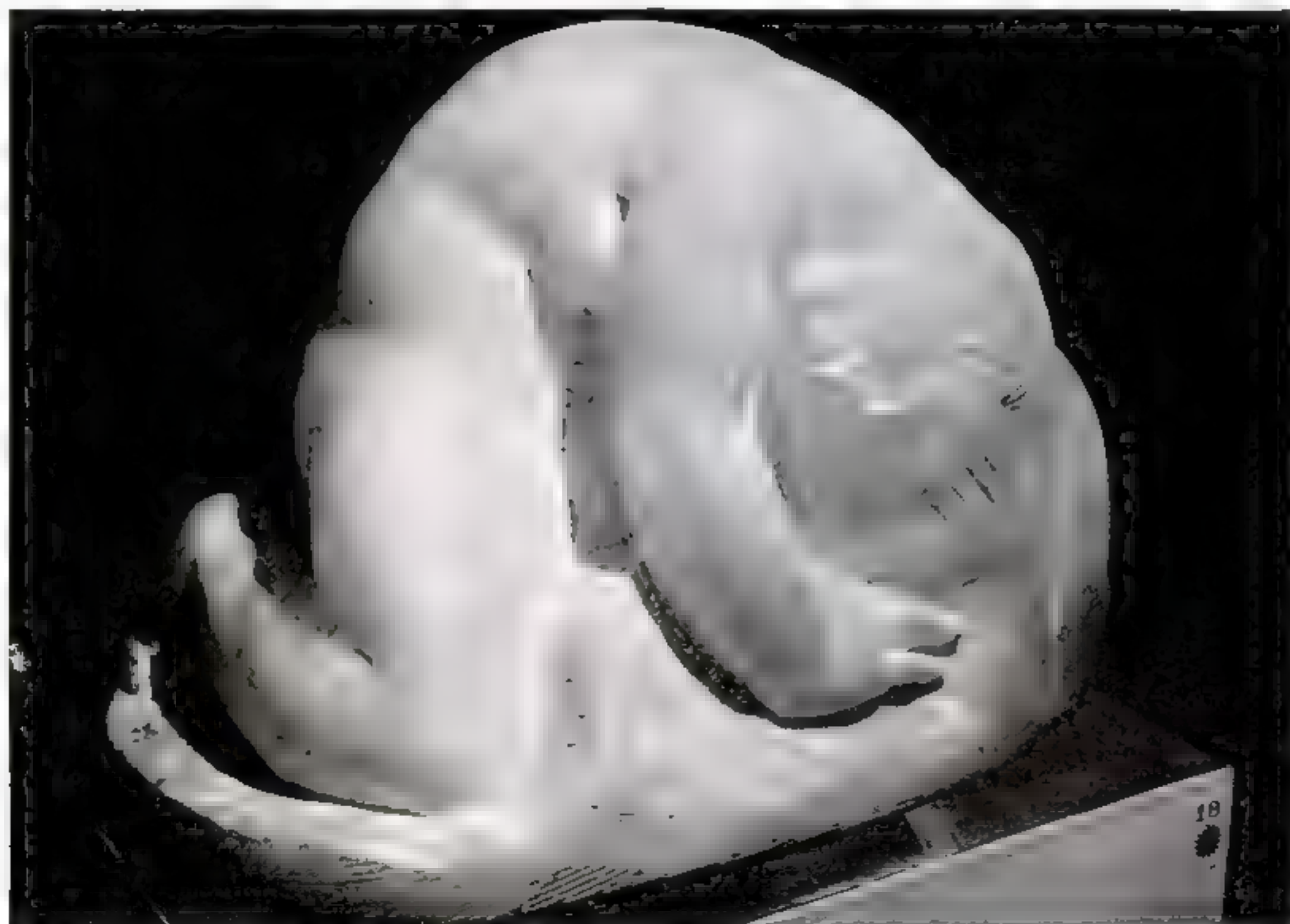


BEVERLY PHALON ("TOINETTE") IS FROM TEXAS





LAURENT MODELED HIS SWAN GIRL THE HARDEST WAY, BUILDING HER OUT OF STICKY WET PLASTER WHICH DRIES IN 20 MINUTES. NAME OF WORK IS "LE CYGNE" (THE SWAN)



"Girl Washing Hair," hacked out of alabaster, was one of the items purchased at Robert Laurent's recent exhibit, sales from

which totaled about \$5,000. Here Laurent shows his control of primitive, stylized forms with no attempt at strict realism.

ART TAKES LAURENT FROM BRITTANY TO BROOKLYN

When Robert Laurent begins such an enterprise as the swan girl (above), he is like a musician improvising at the piano. With no rigid plan, he develops his composition as he goes along, achieves a kind of spontaneous, flowing grace that has made him one of few top U. S. sculptors. This spring his one-man show was held at New York's Valentine Gallery.

At the age of 12, Laurent met his destiny in Concarneau, his native French fishing village on coast of Brittany, when he stopped to watch a young American painter at work. Named Hamilton Field, the painter was so impressed by the boy's interest in art he arranged to take him home to Brooklyn, and provide his art education. Now at 52 Laurent has inherited this home where he lives with his wife, Mimi, whom he met when he returned to Brittany in wartime.

Laurent has taught 15 years at the Art Students League in New York, commutes weekly to Washington to teach at the Corcoran School of Art. His sculpture is owned by many leading U. S. museums. But no recognition ever pleased him more than when in the last war his commanding officer at Pensacola Naval Aviation station delightedly discovered his talents, excused him from most duties, and set the rookie to work carving nudes for the good of his country.

CONTINUED ON PAGE 65

NORMA SHEARER, M-G-M STAR, GRANTS AN EARLY MORNING INTERVIEW



Norma Shearer says: "I never use moving picture make-up—only a little transparent face cream and powder. So it is important that I keep my skin as clear as possible. I have found Woodbury Cold Cream an excellent cleanser. At bedtime, I work the cream

gently into my skin to dislodge every trace of make-up. I wipe my face clean and follow this with soap and water. Afterwards a bit of ice. Then a new film of this lovely cream to perform softening magic while I sleep. Woodbury Cold Cream is my trusted beauty nightcap."

The Beauty that came to Breakfast

(Norma Shearer)

got her peach-bloom freshness from a Woodbury Beauty Nightcap

says LOUELLA PARSONS, famous MovieLand Commentator



"It's my daytime steady, too," declares Norma Shearer, "I always remove all make-up with Woodbury Cold Cream. I find that it lifts off make-up with a few swift strokes."



Your favorite toiletries counter has Woodbury Cold Cream. Why not get a jar today—discover its wonderful 3-way action? Woodbury cleanses, softens, smooths your skin.

FOLLOW the stars' way to skin loveliness, with Woodbury Cold Cream.

No other cold cream contains the self-purifying ingredient which makes Woodbury Cold Cream germ-free. You'll love the way it feels as you stroke it on, the way it loosens make-up and soil, the way it chases that taut, dry feeling and makes your skin more supple.

When your tissue removes soil-laden Woodbury, your skin feels fresh and glowing.

Then—if it's nighttime—apply an extra film for all-night softening.

You'll soon find a difference in the look, the feel of your skin. So today, get Woodbury Cold Cream.

For special skins—these special creams. If your skin is normal, Woodbury Cold Cream is all you need for beauty care. But if your skin is oily, cleanse with Woodbury Cleansing Cream. If dry, use Woodbury Dry Skin Cream at night. And for any type of skin, for better make-up, use a film of the new flesh-tinted Woodbury Foundation Cream for a powder base.

FREE—2 GENEROUS CREAM SAMPLES—SEND TODAY!

(Paste on Penny Postcard—if you like)

John H. Woodbury, Inc., 6121 Alfred St., Cincinnati, Ohio
(In Canada: John H. Woodbury, Ltd., Perth, Ontario)

Please send me, free, generous sample of Woodbury Cold Cream and one other cream checked below. Also 6 shades of Woodbury Powder.
(Check only one)

☐ Dry Skin Cream ☐ Foundation Cream ☐ Cleansing Cream

Name _____

City _____ State _____

WOODBURY COLD CREAM THE 3-WAY BEAUTY CREAM



QUALITY IN TIRES

THE KEY TO SAFETY

Morton Heeger

Royal Master owners protect other people's children, too...



A PROTECT THEM AGAINST SKIDS! The instant brakes are applied Royal Master's seven ribs break into narrow, tilted tread blocks (A to B) wherever they touch the road. Note (B) how blocks cut through the film of water, dirt, oil to grip the road. This active tread—a moving, working safety device—controls skids, stops you quicker.



"ROYAL MASTERS SAVED THE LIFE of a little boy who suddenly ran out in front of me. In fact, my car stopped so quickly it almost stood on end. I am an insurance man but I must admit Royal Master tires are the best insurance you can buy. They take care of you before the accident instead of after it," says a prominent insurance man.



C PROTECT THEM FROM BLOWOUTS! On a curve at high speed (C) outside tires may carry double their normal load, throwing terrific strain on the cord body. Safety Bonding (D) saturates each cord in pure latex before plies are cushioned in heat-resistant rubber, doubly protecting against blowouts due to heat, impact or speed.



"AS I CAME TO A CROSSING which had neither signal lights nor bars, I was surprised to see a train bearing down on me. I stepped on my brakes and stopped just in the proverbial nick of time. If it hadn't been for my U. S. Royal Master tires there would have been a different tale to tell," writes the mother of two boys.



E GET LONGER, SAFER MILEAGE! The thick long-wearing tread of Tempered Rubber (E), now has been improved with a special compound to give it greater resistance to destructive heat and even more mileage. When the tread is half worn, any U. S. Dealer will regenerate it (F) restore the tread depth—nearly doubling the non-skid wear.



THIS FREE BOOK tells you how to save 25% of your tire expense—how to find the loser in "barren" tires—how to double your non-skid mileage—how to prevent blowouts; how to control skids—and hundreds of other tire facts that save money and may save your life. Get your free copy at your U. S. Dealer's or write to the U. S. Rubber Co.



"ONCE YOU RIDE ON U. S. ROYAL MASTERS YOU'LL NEVER BUY ANY OTHER TIRES"

UNITED STATES RUBBER COMPANY

1230 Sixth Avenue, Rockefeller Center, New York • In Canada: Dominion Rubber Co., Ltd.



"Girl" is carved one foot high in purplish bleeding-heart wood. Laurent gets most ideas for sculpture from shape and texture of wood and stone he stores in his studio.



"Pelléas and Mélisande" legendary lovers, are carved out of walnut. Laurent started to carve Mélisande (right) alone and added Pelléas as an interesting afterthought.

CONTINUED ON NEXT PAGE



All I said was: "Don't you know you can get good rum without paying import tax?"

Poor MACTAVISH—he found out too late what most smart people already know—to wit: you don't have to pay an import tax to enjoy delicious DAIQUIRI Coctelera Rum!

Experts consider this magnificent Puerto Rican rum one of the finest in the world, yet, because Puerto Rico is a United States possession, you pay not one cent of duty.

Light in body...light on your pocketbook, too. Try it. Ask for...

DAIQUIRI
COCTELERA
RUM

either "White" or "Gold," both 86 proof

Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Distributor



Now SHU-MILK Streamlines White Shoe Cleaning

White shoe cleaning's gone modern...thanks to Shu-Milk! Now you can apply white Shu-Milk Cleaner the neater, faster, fountain pen way—right from the bottle. It's a "natural" for cleaning two-tone shoes. No smeary edges... no messy hands and nails. Buy Shu-Milk's perfect white shoe-cleaning combination at any drug, dept., grocery or 5 & 10¢ store. Shu-Milk Cleaner, 10¢; with Applicator, 20¢. Shu-Milk Products Corp., Passaic, New Jersey.

SHU-MILK WILL NOT RUB OFF...
CLEANS ALL WHITE SHOES

LONGINES

the most honored watch in Exploration



SIR HUBERT WILKINS has made priceless contributions to our knowledge of the vast polar regions during eight expeditions to the arctic and antarctic. He is the only man to explore beneath the polar ice by submarine. Like other famous explorers, Sir Hubert Wilkins made extensive use of Longines watches for navigation and scientific observation.

Sir Hubert Wilkins' personal watch is a Longines Chronograph.

Longines

THE WORLD'S MOST HONORED WATCH

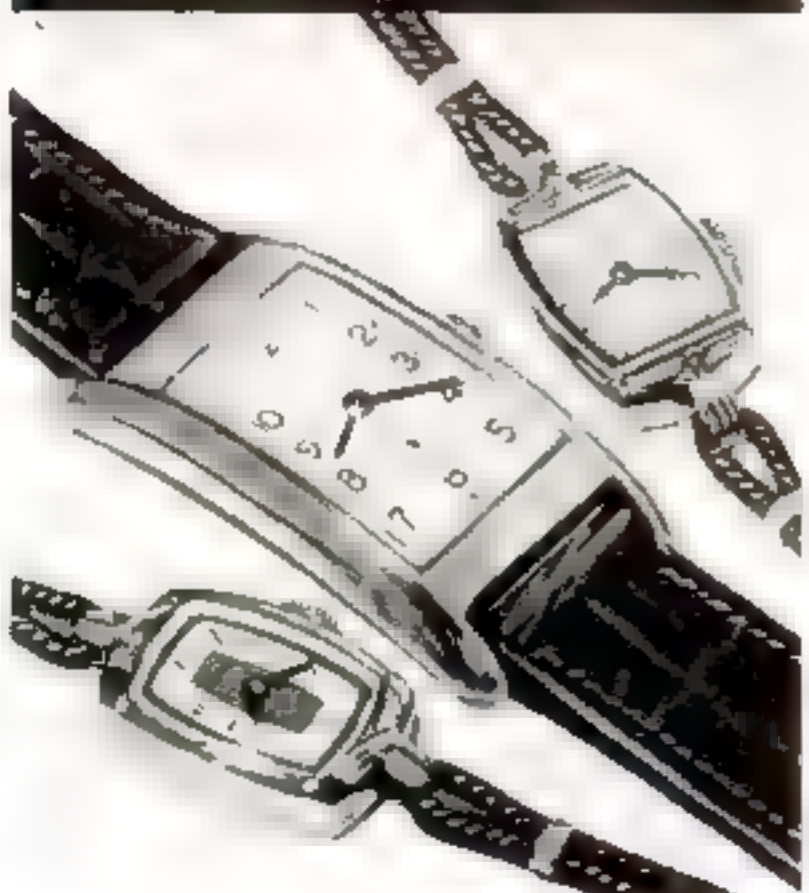
No piece of equipment of the Arctic Expedition is more important than its watches. By measuring the altitude of a heavenly body at a precise second of time, the explorer determines his position in unmapped terrain within a matter of miles. Because of accuracy, and dependability under difficult conditions, Longines watches have been used by most of the great arctic expeditions of the past forty years.

This year Longines watchmakers observe their 75th anniversary. The Longines watch that you may buy today embodies the accumulated experience of 75 years of fine watchmaking. Longines jewelers proudly show Longines watches from \$40; also Wittnauer watches from \$24.75; products of

LONGINES-WITTAUER WATCH CO., INC.
New York Montreal

LONGINES

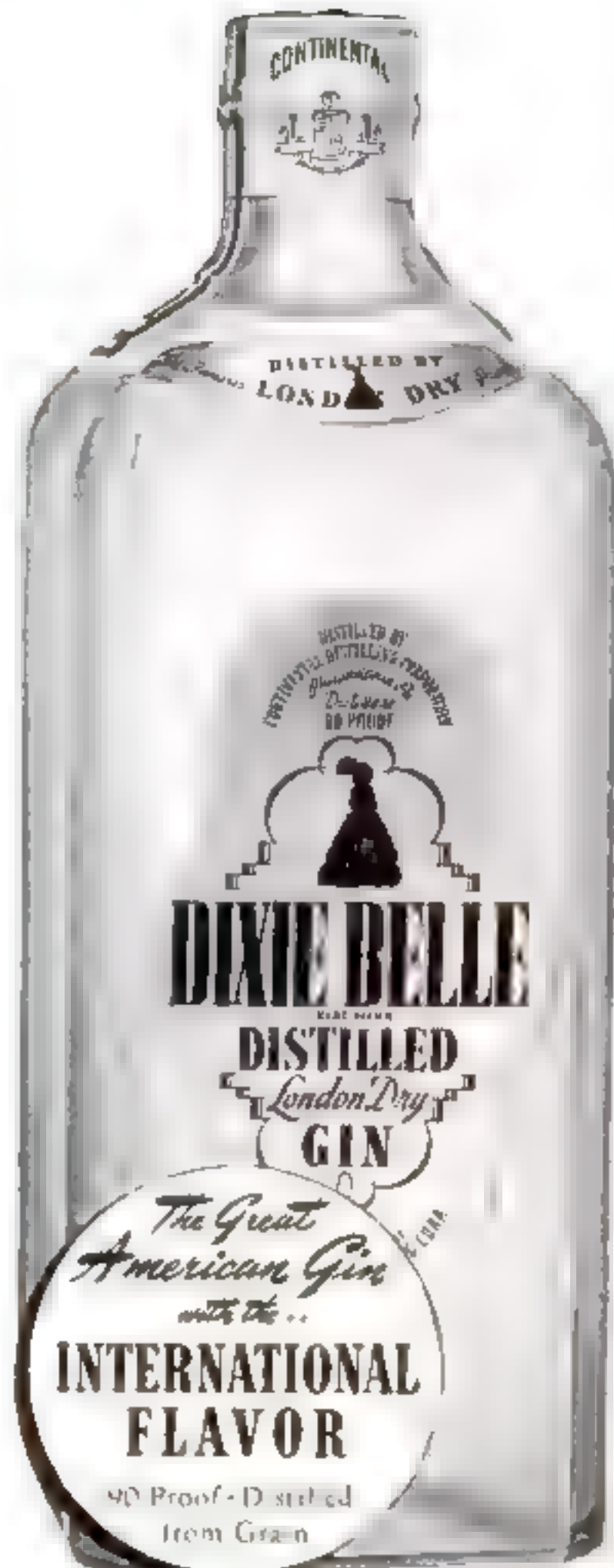
75th Anniversary Watches
GOLD MEDAL SERIES, EACH WATCH, \$52.50



"The River," depicting a mother and daughter, is so titled because it suggests flow of life from generation to generation. It was designed for New York World's Fair.



Robert Laurent in his Brooklyn studio tamps wet plaster onto new torso. At left is model for pioneer group, *Spanning the Continent*, in Philadelphia's Fairmount Park.



Continental Distilling Corporation, Philadelphia, Pa.

It can be Cleaned under the Faucet

Lenox Lucite

MADE IN U.S.A.

Here is a gadgetless pipe easy to clean and in which gravity guarantees an absolutely dry smoke—down to the last ash—no ifs, ands, or buts about it. The shank refrigerates by expansion, assuring cool and mellow pipe pleasure. Rests firmly on flat surface. A distinctive luxury pipe unrivalled, at any price.

With genuine imported Congo wood bowl \$2.50
With Meerschaum bowl \$3.50

In Sudden Gift Box

IF your dealer cannot supply, send remittance direct. Give dealer's name and address. Indicate color wanted. Transparent Crystal, Amber or Black. Address Dept. ☐

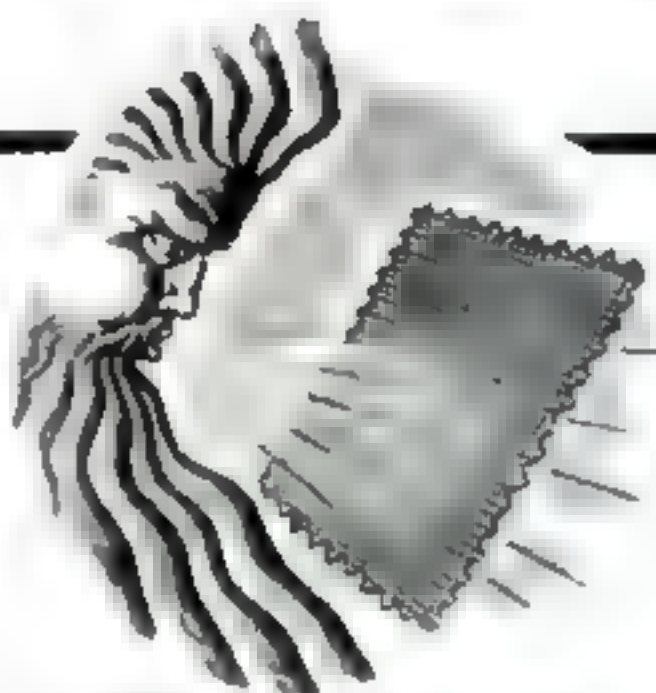
GENERAL BRIAR PIPE CO., Inc.
Roberta Ruben
Vice-Pres.
306 FIFTH AVE., NEW YORK, N. Y.



FOUR QUESTIONS ON WHICH EXPERTS AGREE!



1 How can a man keep cool and yet stay well dressed all summer long?



2 What fabric is *Air Cooled by thousands of "pores"?



3 What fabric actually feels "frosty" to the touch?



4 What suit holds its press despite summer weather?



THE ANSWER TO ALL THESE QUESTIONS IS:

* IMPORTED
Coronado

THE *AIR COOLED SUIT THAT HOLDS ITS PRESS

Tailored of an amazing lightweight British fabric that is wonderfully cool, fights off wrinkles—and holds its press no matter how high the temperature or humidity. In business and leisure models, light and dark shades, plain or patterned. Cool *Celanese Rayon trimmed. Coat and Trouser,

\$32.50

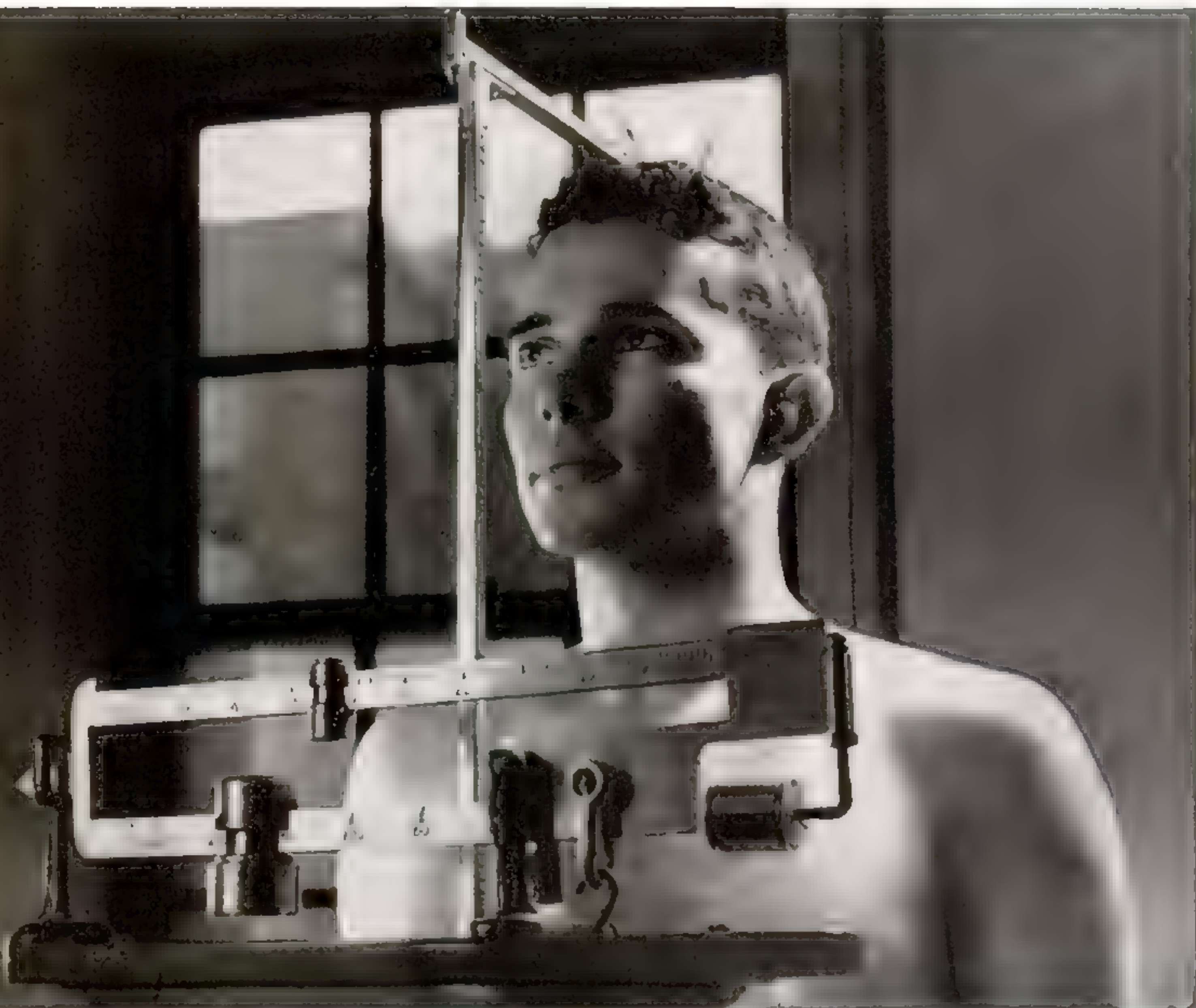
*Reg. U.S. Pat. Off

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WRITE US FOR THE NAME OF YOUR

NEAREST DEALER

FABRIC IMPORTED AND TAILORED *Exclusively* by J. SCHOENEMAN, INC., BALTIMORE, MD.



Young Americans of draft age, better nourished than their fathers, better protected during childhood against disease and resulting impairments, are the healthiest generation America has ever produced.

2 inches taller . . . 15 pounds heavier!

UPON THE HEALTH of all its people, the ultimate strength of any nation must depend.

Furiously, Doctor Goebbels' propaganda machine has ground out bales of well-staged pictures, millions of boastful words...trying to put over the legend that, at least, Hitlerism has produced a healthy, vigorous nation.

The truth, however, has managed to wriggle past Doctor Goebbels through strictly *German* channels. For, with all his iron-handed control of the press, he overlooked until recently the revealing statistical reports on German health being printed in otherwise censored *Nazi* publications, *German* medical journals!

And, right up to the outbreak of the present war, these reports have revealed that Germany could thank six years of peace-time Nazi rule for:

An increased death rate, a falling birth rate.

This advertisement is one of a series studying our democratic American way of life.

An appalling rise in rickets, tuberculosis, infectious diseases of childhood (diphtheria mortality in 1938, for instance, 4 times that for the U. S.). An increase of 55% in puerperal (childbed) fever.

A resume of young people graduating from the touted "Hitler Youth" reveals 90% to be suffering from fallen arches and flat feet. Youthful criminality—a significant index of healthful environment—has doubled to an all-time high since 1934, drunkenness and insanity markedly increased, venereal disease in the Rhine Provinces alone, between 1936 and 1938, soared more than 60%.

In suicides, the Third Reich has achieved world

leadership, almost equalling the total credited to the rest of Europe.

Under 4 years of Nazi "New Order," accidental deaths jumped 25-30%, occupational diseases rose more than 100% from 1936 to 1937, and National Sickness Insurance figures, reflecting the condition of two-thirds of all German workers, show for 1938 some 200 million work days lost, 12 million due to digestive disorders alone. (*Figures taken from statistical reports of 12 authoritative German publications*).

* * *

A picture of health? Rather, this is a crystal clear picture of the bitter fruits of dictatorship's basic contempt for the individual's welfare!

It records the inexorable toll exacted for cruelly overburdening and overmarching children as young as 6 years, for recklessly driving millions of men and women beyond the limits of their physical and mental endurance, for cynically undermining and

prostituting a once-great medical tradition.

How, on the other hand, does health fare under democracy—the system that respects its people as valuable individuals, that sees the state as their servant rather than their ruthless master?

One heartening answer has been supplied by the surprisingly high quality of America's draftees, recently plucked at random from civilian life. This cross section of our country is giving us soldiers who average 2 inches taller, and 15 pounds heavier than those who were called in 1917. So high is the average physical condition of these men, that the U. S. has no problem in making Army selections to meet new, more exacting standards of fitness.

From the vital statistics of insurance companies, we learn that life for children in this country has been made infinitely safer. We have reduced death from the principal communicable diseases of childhood—measles, scarlet fever, whooping cough, diphtheria—by 31% in a single year to a new record low, a point actually promising complete eradication of these diseases!

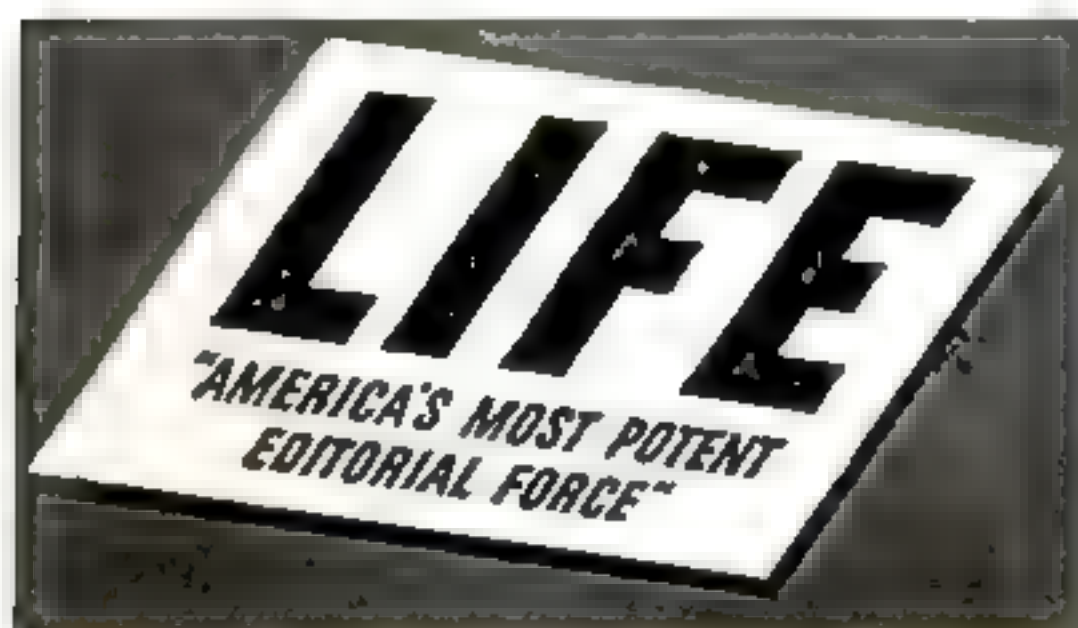
Bearing American Children has been made safer, too. Intelligent, free, democratic agitation and co-operative effort is fast eliminating needless sacrifice of women to puerperal fever; in 1940, when a larger number of women bore children than in the year before, our puerperal death rate dropped 10% to a new low.

And other great wasters of life are recording lower rates today than in any previous year. For instance, the death rate for pneumonia has dropped from about 70 per 100,000 prior to 1937 to 35.5 in 1940; for tuberculosis, from 80.9 only 10 years ago to 44.3 in 1940; for appendicitis, 12% lower in 1940 than in 1939. Suicides and homicides are at record lows. The incidence of syphilis appears to be lower than at any time during the past decade. The average length of life has increased some 16 years in just three decades!

In the education of Americans to recognize and do things about their individual and collective health, our un-bulldozed medical profession, schools, Federal and State governments, all co-operate vigorously and effectively. And our free, democratic press plays an invaluable part.

LIFE Magazine, for instance, presents facts relating to all phases of modern living to a weekly audience of more than 20,000,000 readers—offering them information they want and need, in a vivid way they like, understand, and act upon.

LIFE is proud of this contribution that it is making in this crucial time toward the successful functioning of democracy. And, as "America's Most Potent Editorial Force," LIFE is dedicated to continuing this contribution both now and after this time of crisis has passed.



Vitamin research, nutritional education, and prenatal care, have contributed to producing American babies

that pediatricians agree now grow bigger, stronger and advance faster than in any past generation.



Federal, State, school promotion of health is augmented by many spontaneous organizations. The Four H program for farm youngsters, for instance, helps to usher thousands into robust, happy maturity.

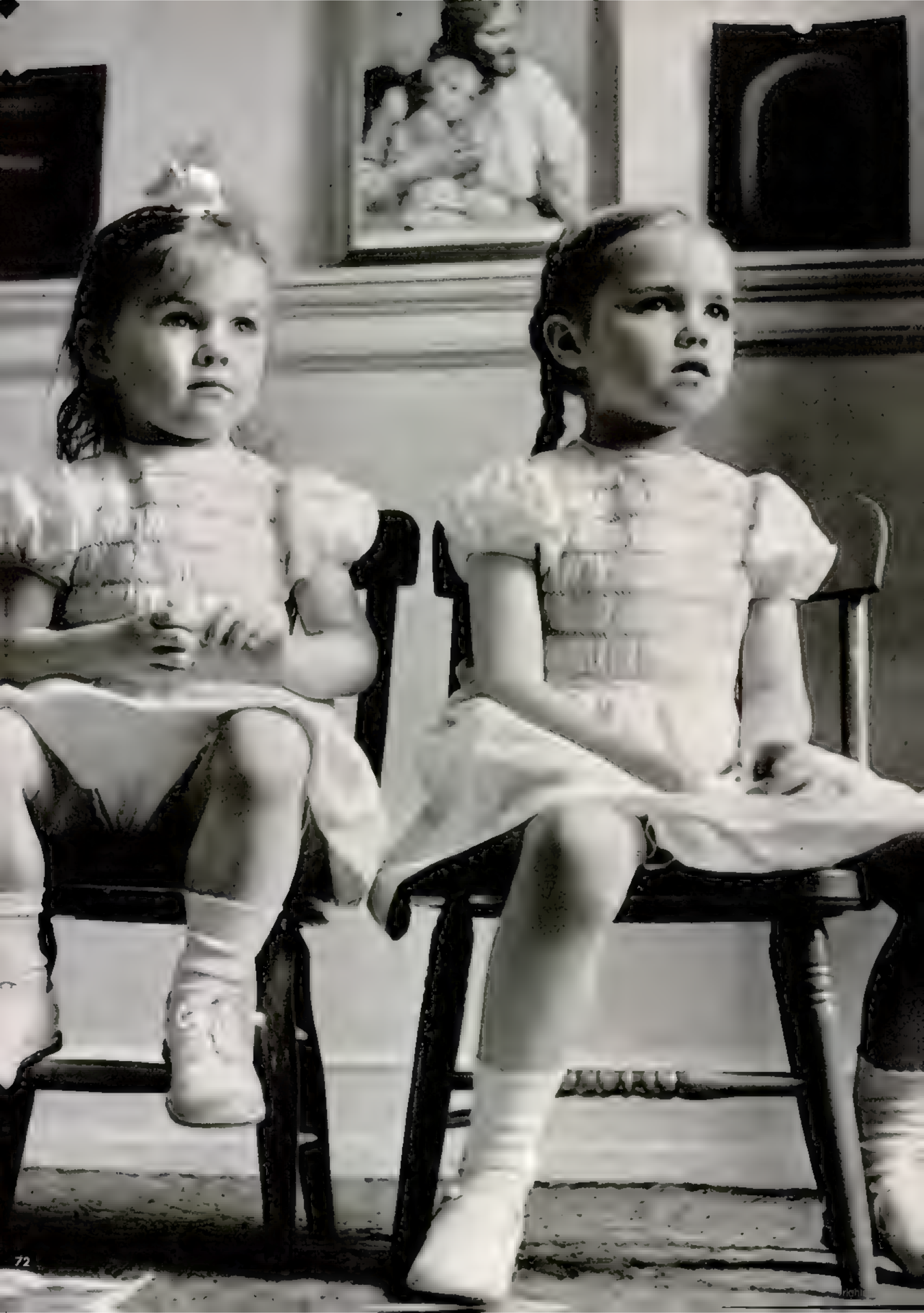


The American girl grows up on a footing of equality with her brother; her health fits her to be not only a sound potential wife and mother, but also to be a competent, responsible citizen of democracy.



Americans live longer, enjoy an extended active life, as pneumonia, tuberculosis, appendicitis claim fewer

and fewer victims. In just three decades, the average length of life in U. S. has increased by 16 years





DOWN EAST ORANGE STREET, LANCASTER'S STREET OF CHURCHES. EACH SUNDAY COME FLOCKS OF LITTLE GIRLS ON THEIR WAY TO CHURCH

Sunday School

WITH MODERN METHODS IT WORKS FOR GOD & COUNTRY

Photographs for LIFE by Alfred Eisenstaedt

Early Sunday morning in millions of homes throughout the U. S., little sister has a bright ribbon tied in her hair, puts on a freshly starched frock, stuffs a clean handkerchief and pennies in her miniature handbag while brother is slicking his hair, polishing his shoes and putting on a clean white collar and his "best" suit. Outwardly they look much as children have always looked on their way to Sunday School, their apparel befitting a visit to the house of God. In this one respect Sunday School has not changed. In every other physical aspect it has changed greatly. Even the name has changed. As familiar as "Sunday School" to the modern child are "Church School" and "Religious Education."

The modern Sunday School has borrowed freely from progressive education. Terrifying preachments, repetitious Bible recitations and dogmatic rules of conduct have been discarded in favor of learning through doing. Teachers tell less. Children do more. At the Riverside Church in New York, Sunday School sessions last three hours, include such diversified pursuits as building a miniature community, visiting the Planetarium, modeling Biblical scenes in clay, viewing motion pictures and dramatizing the story of David. Result: a long waiting list of pupils. Many thousands of other schools are successfully

increasing their attendance through similar methods.

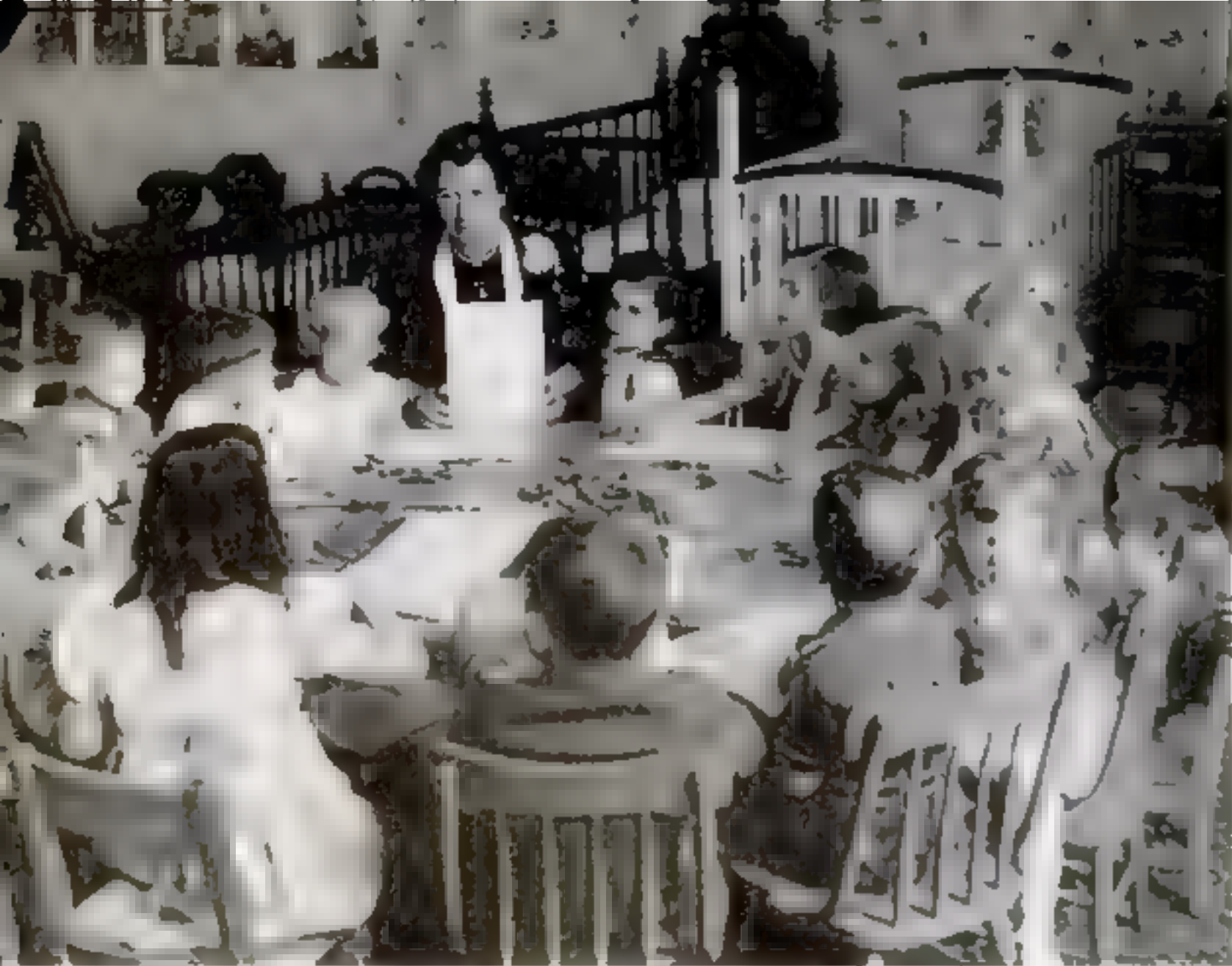
The Bible still is the basic guide, but its interpretation has been broadened. In almost all Sunday School classes, democratic principles and a social order based on religious teachings are being stressed. Adults are



BEHIND OLD FACADE IS MODERN SCHOOL

flocking back to Bible classes to find new hope in a world run amuck. Very young to very old are being taught how to use the Book to make them better citizens. Sunday School teachers are proud of a judge's generalization that "a boy who goes to Sunday School will never go to jail." Smart-alecky boys of the rowdy 20's might have retorted, "Then give me jail," but the wise lads of today know that Bible stories are thrillers and the planned activity of Sunday School is as much fun as a picnic.

On these pages LIFE presents not the largest nor the smallest, not the most modern nor the quaintest Sunday School in the U. S., but a fine school of good repute, well-attended, well-loved by its members—the school of the First Presbyterian Church in Lancaster, Pa. (left). Typical of the youngest members are Martilou, 2½, and Sandra Shuman, 5, on the page opposite. Teacher is telling them the story of the bad man who pushed the children from Jesus and how He scolded him and said, "I like little girls like Martilou and Sandra and all their friends, so let them come unto me." Next year the church will celebrate its 200th Anniversary. "We are telling the same story now that our predecessors told in the beginning," observes its minister, Dr. Henry B. Stroock, "but we are telling it with the help of every modern tool we can find."



Nursery department is under supervision of Mrs. Annie Davis who has been teaching Sunday School for 30 years. Here she is showing children a book with Bible story for coloring with crayons. Nursery is like a kindergarten except that wall decorations are Biblical pictures.



Primary department re-enacts Bible scenes with miniature props on sandpile. Teacher Elsie Dunn has just slain Goliath while David stands triumphant. Below: primary class claps hands while the little girls put birthday pennies, one for each year, in elephant for India missions.



Sunday School (continued)



"Shut your eyes," says the teacher. Many boys cover their eyes. Prayer: "Jesus, friend of little children, be a friend to me. Take my hand and ever keep me close to Thee . . . Amen."

CHILDREN PRAY AND PLAY

When a child is born to a member of the First Presbyterian Church of Lancaster, Pa., Mrs. Davis, superintendent of the nursery department, calls on its parents, places the child's name on her cradle roll. For the first three years, Mrs. Davis keeps in touch with the parents. At present Mrs. Davis has 48 on her list. By the time they are 3, most of them will be in the beginners' Sunday School class. From there they will pass on to the primary and intermediate and on up to adult Bible classes. At 9, they join the group on the page opposite. In this, the junior department, the children are asked to bring a Bible from home. As they enter the classroom, the superintendent, Mary S. Kepler, checks on how many have their Bibles. About 10% forget.



This is Noah's Ark, according to interpretation of Bobby Gardner. Pinned on the screen in back are names of infants enrolled in cradle roll. At 3, they are admitted to beginners' class.



ALL THESE BOOKS GOT HIS BIRTHDAY



Colonel Daniel B. Strickler is general superintendent of the Church School. He is solicitor for Lancaster County, former member of the legislature and ex-police commissioner.



Mrs. George S. Mann, superintendent of primary department is mother of six, grandmother of four. Her hobby, flower arrangements. Mr. Mann, local bank director, teaches class of men.



Rev. John B. Rowland, assistant minister, is superintendent of the intermediate department. His father and grandfather were Presbyterian ministers. Hobby, collecting recorded music.



Miss Mary S. Kepler has been superintendent of junior department for 40 years. She is honorary president of local YWCA, was president for 25 years.

ITS SUCCESS IS DUE TO ARDENT VOLUNTEER ARMY

Newspapermen in most plays or movies habitually spend their spare time in saloons and low down joints. Fiction would come nearer the truth if it showed them as Sunday School teachers. A newspaperman, Robert Rakes, printer and editor of the Gloucester (England) *Journal* founded the first Sunday School in 1780. He tried it as a social experiment. His Sunday morning classes were aimed at the bad boys who played hooky from church. He wrote about the Sunday classes in his *Journal*. Other newspapers in England picked up the story, wrote editorials about it and within four years the United Kingdom had a Sunday School enrollment of 250,000. Today,

world enrollment is about 40,000,000 and, according to Dr. William T. Ellis, of Swarthmore, who runs a weekly newspaper "Lesson," much of this enrollment is due to the co-operation of publishers who give space to Sunday School activities, and newspapermen who actually teach in Church School.

The volunteer system still prevails in most Church Schools, although some schools are now hiring trained instructors. Nearly 2,000,000 men and women in the U. S. and Canada are now enrolled in this army of volunteers. They dedicate themselves to teach the word of God to our classes. In so doing we strive to serve Christ, the Church and our Country. Leading

Jean Keener, 19, and Anne Pellenbaum, 12, are in the intermediate group. At this age, youngsters begin to show skepticism, ask many embarrassing questions which require expert handling.



Oldest class is the one composed of elderly ladies who meet in the Church School parlor on the main floor. From left to right: Miss Lavina Brenner, Mrs. A. H. Paschardt, Mrs. E. M. Ste-





Helge E. Pearson, director of music and choir work, is a graduate of Westminster Choir School, was tenor soloist. His hobby is his 2½-year-old daughter Christine.



Mrs. B. C. Brookmyer, a former high-school teacher, is with the senior girls' department, teaches them the entire Bible in three years. Her husband is a wholesale jewelry salesman.



Harry M. Neff, teacher of men's Bible class, has a boy attending primary department of the school. Years ago he began growing carnations as a hobby, now has a thriving florist business.



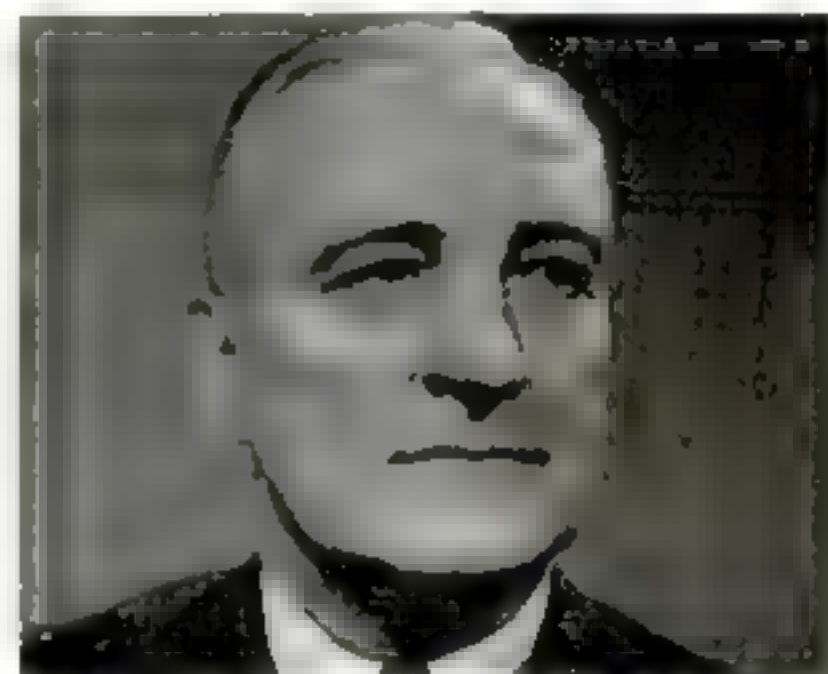
Mrs. Harry B. Hostetter, teacher of younger married women, is active in Red Cross and hospital work, is an enthusiastic bowler. Mr. Hostetter is a landscape architect.

citizens of the past have been Sunday School teachers. John Wanamaker was one. When he was made Postmaster General in the Cabinet of President Harrison, he returned to Philadelphia each Sunday to teach his class. H. J. Heinz, Pittsburgh pickle merchant, was another. William Jennings Bryan attracted thousands to his Bible classes. Leading citizens of the present are no less active.

Typical of the kind of people attracted to Sunday School work are the teachers of the Lancaster First Presbyterian Church. Eight of the 70 are shown above. Among the others are lawyers, clerks, bankers, farmers, secretaries and policemen. All of them are volunteers. No matter what their secular activity, they must have the power to

hold the attention of young and old, in prayer, instruction and play.

The young people's department of the Lancaster church is an excellent example of the many talents required in a Sunday School teacher. They are the most active group in this school. More than 100 boys and girls, 15 to 23 years old, meet Sunday morning at 9:45 for music and worship service. At 10 they receive Bible instruction. At 6:10 Sunday evening they are back in school for discussion of some current topic. This is frequently followed by tea and cake, prepared by the students in the kitchenette of the school. They write and act in plays. Over all these activities is the guiding hand of a devoted teacher.



CHURCH'S MINISTER, HENRY B. STROCK

venson, Mrs. Barbara Smith and Mrs. H. R. Beckwith. In their hands are copies of the Sunday School lesson quarterly. Seventy-seven-year-old Mrs. Smith hasn't missed a Sunday in nine years.



Senior group of boys 15 to 17 are most difficult to keep interested. Baseball in spring, football in fall, offer serious competition. Bill Williams demonstrates what sometimes happens.



STUDENTS HELP DIRECT POLICY

Fifty-four rooms including an assembly room, executive offices, classrooms, cloakrooms, lavatories, kitchenette and a social hall that can seat 400 people is the physical space required to house all the activities of the Church School of the First Presbyterian Church in Lancaster, Pa. Not so long ago a Church basement with a few rows of hard chairs, a blackboard and a Bible was considered adequate equipment. The Lancaster school has its own building, a modern three-story structure built in 1932. Churches all over the country are modernizing their school facilities to attract an increasing number of members.

Management and direction of Church Schools have also been modernized. The Lancaster school follows a familiar pattern which has been highly successful. A general superintendent and a council of school officers and department superintendents, guided by the Session of the Church, determine policy. Schoolwork is divided into ten departments, each with its own teaching staff and leader. Beginning with the junior group, each department has a student committee which suggests subjects to be studied, elects leaders from its own ranks, generally assists in running the department. The racks, chairs and potties which the students drop into the Church School collection baskets are the sole support of the Lancaster school.

Highly popular with the Lancaster students are the choir features of the school. At 7 boys are admitted to the boys' choir for the school. After their voices change they join the chapel choir which sings at the Sunday vesper service in the church. Girls have a junior choir and a junior high choir and eventually graduate into the chapel choir. About twelve members over are taken from the chapel choir for the senior choir which sings at Sunday morning service in the church. The combined choir of about 200 voices sings at about eight special occasions a year. They render Handel's *Messiah* by memory. Rehearsal and cut corners for each choir, and rehearsals are furnished and kept sparkling sharp by a mothers' choir. On the page opposite, Jerry and Barbara Ann, who appear on this week's cover of LIFE, are seen as part of a combined choir which, under the direction of Helge E. Pearson, tirelessly proclaims its faith in God.



Barry Bryson, in dark blue gown, helps Ann Louise Tilton with her red gown. Right: boys' choir gets ready for service.



Henry B. Struck Jr., Lancaster's son, and Charles H. Byerly are making the collection baskets for the departmental Church School contribution using a variety of materials to create

side contribution for special cause goes to other side. Student council helps pass on the special offerings. Some are for foreign missions, others for social projects. A





"NOW LET EVERY TONGUE ADORE THEE . . ."



BELGIUM IS HUNGRY

LIFE'S SPECIAL CORRESPONDENT IN BERLIN, FORMER U.S. AMBASSADOR TO BELGIUM, DESCRIBES THE PLIGHT OF 8,300,000 BELGIANS WHO LOOK TO AMERICA TO SAVE THEM FROM STARVATION

by JOHN CUDAHY

Berlin (by cable)

Belgium is hungry. Of 8,400,000 Belgians, more than 8,300,000 are subsisting on starvation rations. In nearly every Belgian home there is cruel suffering. Some 2,000,000 young Belgians will be cursed for the rest of their lives by stunted and impoverished physique, weakened and degenerated brain and discolored, embittered characters unless relief comes soon.

These are facts which even an American could read in the morning newspapers with concern as detached as that with which he learns of a flood in China. In Portugal and Spain and Germany I met people everywhere who told me harrowing stories of famine in Belgium, and because I have lived in the country and have a genuine affection for the people I felt sympathy, but I cannot say my heart was really affected until I met my friend René Colin. He was 10 years old when I went away from Brussels last July, a robust juvenile specimen with apple cheeks and sturdy legs. We were great friends. When he saw me in Frère-Orban Square opposite the Embassy, he would leave his playmates and escort me along the gravel path to the end of the little park with an air of weighty responsibility like a traffic officer and, when he came to the Chancellery, it was very flattering the way he always understood my American French. We were such good friends that one of my first calls on my return to Brussels was in *Rue de l'Industrie* where René's father kept a barbershop I always patronized.

I shall not soon recover from the shock of my reunion with René. It was not that his cheeks, now sunken in, had turned a pasty gray, nor that he had grown so thin that his neck resembled a pipe-stem, nor that he had heavy smudged shadows under his eyes. It was the complete metamorphosis of the pink, hearty, happy Belgian boy I had left only ten months before into a tired little old man that stood before me, as spiritless as a wounded bird. He had given up school, his mother told me by way of explanation for her son's being at home in the middle of this weekday morning. Two weeks before he had fainted in the classroom and so she had decided to wait for better days before resuming his studies. René's father changed the subject to America. Like many Europeans he was always talking about America and asking questions about that dreamland where everybody was rich and happy and where in great abundance were found all the good things of this earth.

"But I suppose even in America you feel the war?" he asked.

"Yes," I lied, "in a world of disaster like this no one can escape."

I thought of our elevators piled with grain cereals, stocks of frozen meats in our refrigerators, tier upon tier of bacon, ham and lard, marketless surpluses of Wisconsin milk, cream, butter and cheese. I thought of the great ranks of overeating American dyspeptics, the endless line of succulent hotdog and hamburger stands stretching from New York to California and the vast wilderness of waste from overloaded American tables, enough in itself to feed all famishing Belgium. And I was silent.

A LETTER FROM HERBERT HOOVER

I am grateful to you for allowing me to read Mr. Cudahy's article. I am in hopes that it will appear at an early moment. I believe it may possibly save the lives of more children than any one man has ever saved before by a magazine article.

Yours faithfully,

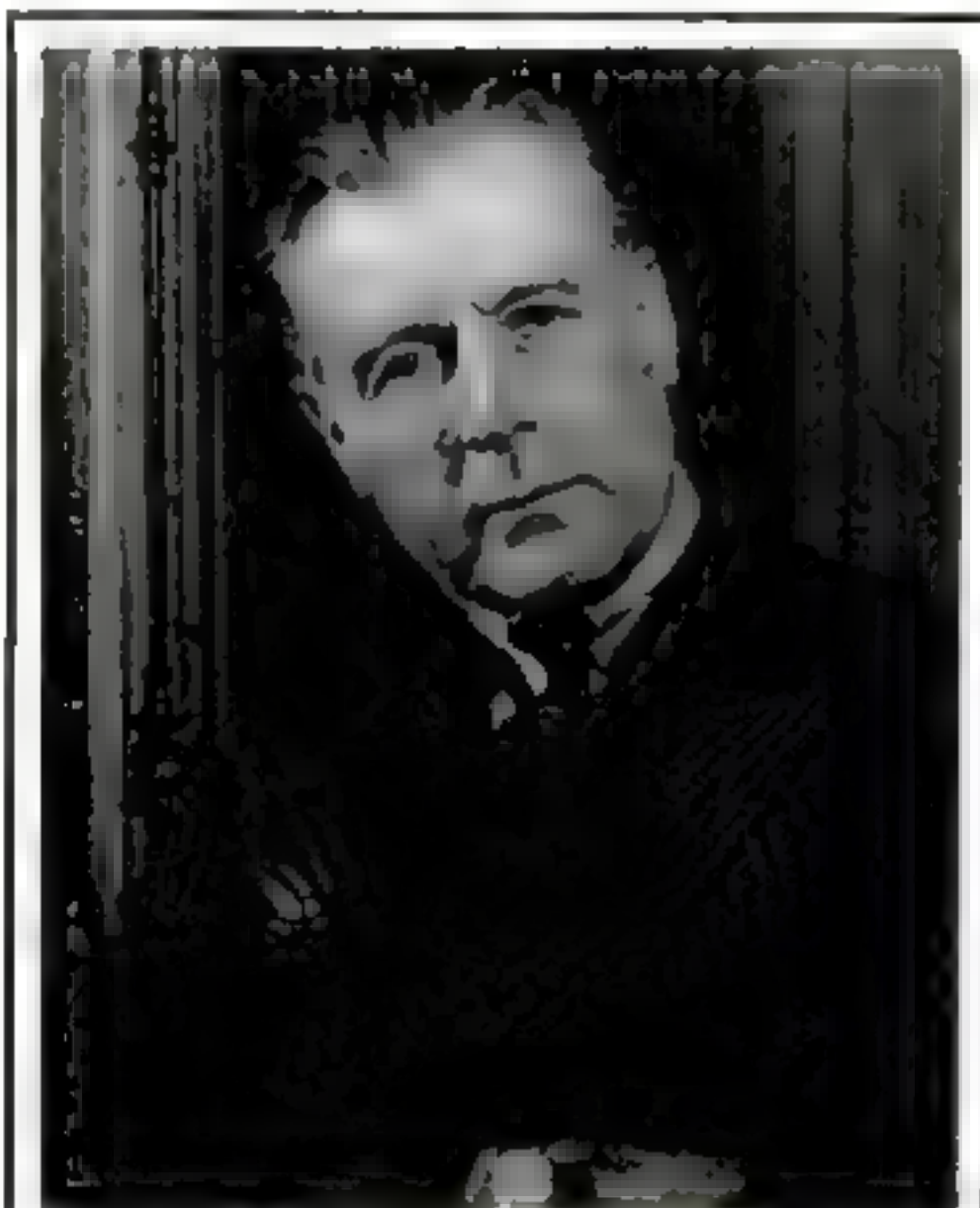
Herbert Hoover

LIFE showed Mr. Cudahy's article to Herbert Hoover, chief author of the plan to feed Belgium. This is Mr. Hoover's reply.

There is something revolting and depraved in the spectacle of suffering inflicted upon a child. It is like witnessing the slapping of a blind man's face and I felt hurt and grieved and at the same time bitterly resentful. So I went to see my friend, Dr. Nolf, at the office of the Red Cross to tell him the story of René Colin. I must have put some of the vehemence I felt into words, for when I finished the doctor was standing at the window, his spectacles off, his handkerchief wiping his eyes.

"You must excuse me," he apologized. "I am ashamed. I am an old doctor and accustomed to human misery but I have never seen anything like this now in Belgium."

Brussels is a city of walking wraiths, but Dr. Nolf said his main worry was not about grown



John Cudahy, who became a special representative of LIFE after completing his mission as American Ambassador to Belgium, has been in Germany for the last three months. Recently he was accorded the unusual privilege of a trip to occupied Belgium. He visited schools and existing relief centers talked to the Queen Mother, former Minister of Economic Affairs Heymans, other relief experts. All of them he found looking toward America for help.—ED.

people. What concerned him above all was the blighting influence upon the rising generation who could never grow without the materials for growth and who, because they could not get these materials, were rapidly developing deficiency diseases like rickets, edema, partial blindness, bronchial pneumonia, tuberculosis, pellagra, eczema and anemia. Only a physician who had specialized in pediatrics could realize the effect of non-nutrition and most children, he said, were now eating only one-third of what medical opinion had always considered minimum for the maintenance of health and normal growth. He showed me a study by his colleague, Dr. van Vyve, which indicated that of the large number of children examined, between the ages of 3 and 6, 78% were below normal in stature and weight, and 84% of those between 6 and 14 were below standard.

We went to the Quartier Marolles, that picturesque old quarter with the narrow streets sloping down from the Palace of Justice hill, their cobblestones worn smooth by the grinding poverty of generations, all so graphically described by former Ambassador Brand Whitlock. The principal of a large primary school we visited said forced fasting had reduced attendance by one-third. For the past two months he had given little thought to curriculum, since all his energy was devoted to devising methods of providing his pupils with something to eat. A daily ration came from *Secours d'Hiver* (winter help) in large tin containers which looked like ashcans and we went to the refectory to inspect this ration, a pale green mess said to be a mixture of potatoes and rutabaga. It would be the main meal of the pupils for the day and in many cases their only meal. Most of the pupils come to their lessons without breakfast, the principal said, and there were few who got three meals a day. Lucky ones, where there were not too many in the family, had a slice or two of bread in the morning or evening. The principal said he was engaged in a back-to-the-wall defense against famine and some of his fighting measures were to curtail school hours.

In the classrooms heavy apathy was apparent in the listless bearing of the pale, pinched-faced boys with their dark-circled eyes. The teachers said they made no attempt to maintain the scholastic standards of that far-off day when young Belgians came to work with nourished brains sustained by healthy nervous systems. All they attempted was to maintain routine for the sake of order and discipline. After 15 minutes of mental concentration, yawns would pass through the class like a breath of contagion and the students would doze off into semiconsciousness. Sometimes one would faint from sheer weakness, so quietly that it was hardly noticeable. Organized sport has been abandoned, but that is no hardship for few have the interest or desire to play. Many parents put their children to bed in an effort to curb their appetite and conserve energy.

The same distressing story came from other schools. A directress of a large institution for girls said the most serious consequences of non-

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Cardinal van Roey told Cudahy that the Hoover plan had his complete approval



Dr. Pierre Noll, Belgium's most famous doctor, is head of the Belgian Red Cross.

BELGIUM IS HUNGRY (continued)

nutrition were noticeable between 12 and 18 years, the period of greatest bodily growth. She gave me a tabulation by a Belgian authority on child feeding of 10,000 Belgian children between the ages of 3 and 18 years which showed that the index of their vitality has fallen to a dangerous depth. This was especially true in the cases of those between 13 and 18 years. She spoke with the professional authority of an expert dietitian when she explained how essential was a regimen of proteins such as eggs, milk and cream, with their minerals of calcium, iron, phosphorus and natural salts. Above all, she explained, fats are required for the assimilation of vitamins; an ordinary daily diet contained three ounces of animal fat and if less than two ounces were eaten it meant a failure in health.

At the orphanage of Saint Vincent de Paul in Marolles where a Sister of Charity met me in a little reception room adjoining the oratory, two of the children had succumbed that morning because they were delicate and the debilitating effect of reduced feeding had been too much for them. Others would follow, the sister said factually, her face alight with that strange compassion one often sees on the faces of those who live their lives for others.

I found the same invincible courage everywhere I went, especially among the people whose evenings, when I lived among them, were filled with dinners of many courses drenched with fine old Burgundy. (No people on earth ever ate more, or with more gusto, genuine enjoyment and good appetite than the Bruxellois.) One of the oldest and best-known houses in the Leopold Quarter was that of Prince Eugene de Ligne where often 60 people would sit at table. The great house had been turned into a soup kitchen and now plain pine tables and chairs stood in the tapestried dining room. Under the tall palm trees in a great conservatory there was another long service table where rations were ladled out every day to starving hundreds. The rest of the house was given over to administration. Princess De Ligne told me that, to make room, her family had moved to the stables in the rear. The salon where she sat, its paneled walls framed in gold rococo and hung with oil paintings, was a strange setting for the office of a soup kitchen. She looked very proud as she told me how all the women who were her friends, and who had never known what work was, were hauling supplies, scouring the countryside for anything edible and giving their money, effort and selves to help Belgium in her extremity.

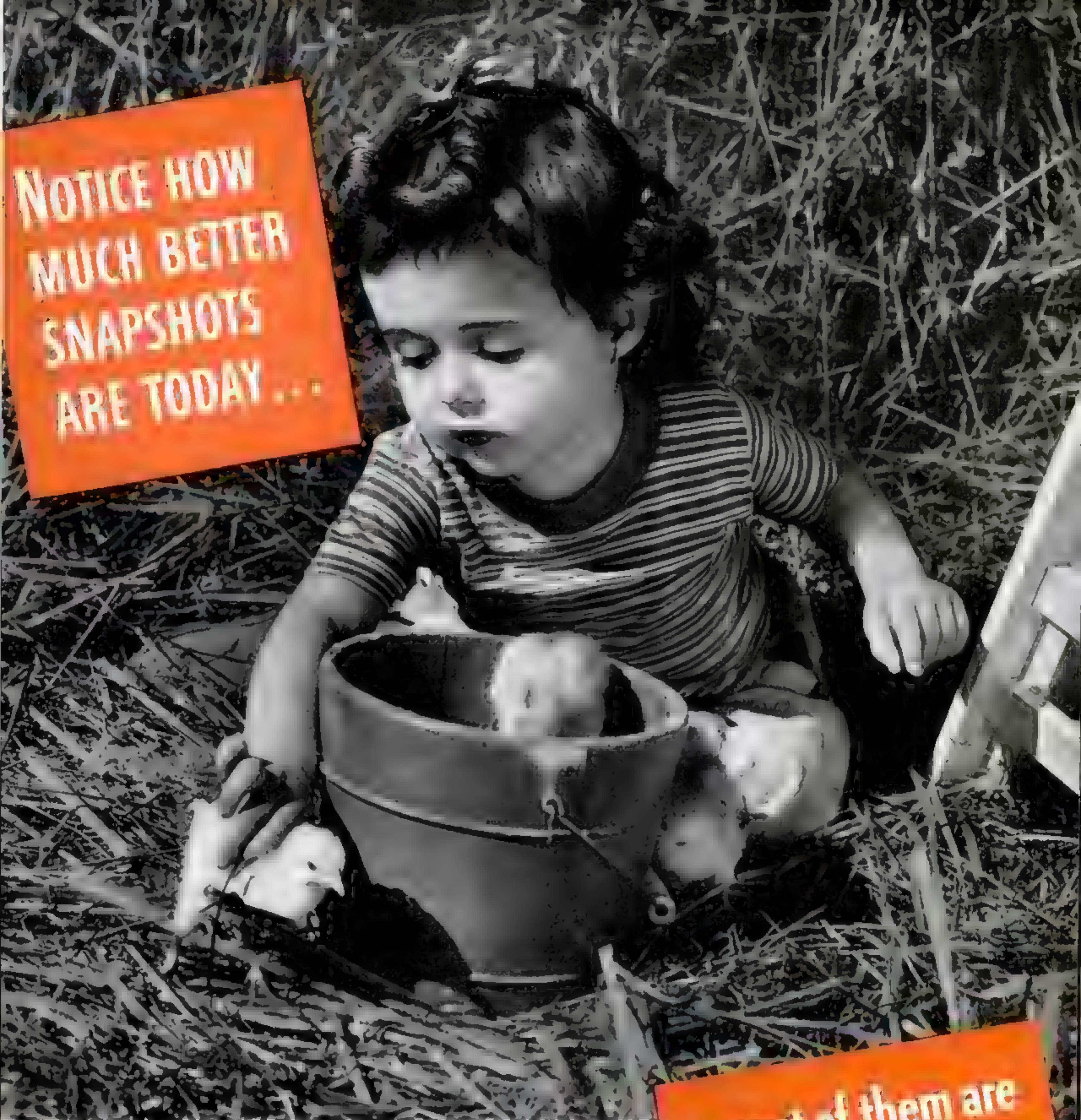
"Nothing but potato peels"

"I should be grateful," Princess De Ligne told me, "if we could only be sure of our bread and our potatoes. Bread is poor enough—four slices a day and made of rye with potato flour, but it has not failed us as yet. But it is getting harder and harder to find potatoes and today they cost nearly 4¢ apiece." She described that daily train of human misery passing the door which once had seen the comings and goings of so many gay parties and the spectacle of children fainting or vomiting from famine. Of the latter, the Princess remarked "It is too sad, often the whole contents of their stomachs are nothing but potato peels." Her whole fight, she declared, was concentrated now upon saving the young. "This sounds terribly hard," she said. "But now things have grown so desperate that I believe we must let old people fall by the wayside. After all, they have lived their lives, their day is over and the rising generation is the one which must carry on or Belgium will be lost forever."

All Brussels soup kitchens were organized under the direction of *Secours d'Hiver*, of which the moving spirit was Paul Heymans, the well-known economist and former Minister of Economic Affairs, Agriculture and Middle Classes. This organization was supported by funds collected half from private contributors and half from the state. It was difficult enough to collect money, M. Heymans told me, generous as the people were, but his troubles in finding supplies

CONTINUED ON PAGE 55

NOTICE HOW
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BELGIUM IS HUNGRY (continued)

were far more serious because the country had been cleaned out of nearly everything humanly consumable. And while the law permitted each individual to buy a loaf of bread every four days at a cost of what could be reckoned as 30¢, no one could find bread at twice that price. Pressing demand and meager supplies had raised the cost of all foodstuffs to fantastic figures, regardless of any law.

M. Heymans said the average Belgian lives now on a daily ration of four slices of bread, one potato, two lumps of sugar or its equivalent and, from time to time, a one-ounce nugget of meat. This was the entire shrinking ration upon which the nation must somehow keep body and soul together, except for a pint of skimmed milk a day for each of the children, one-half pint for invalids and the old. It was not a happy prospect and in another war winter, famine casualties would be tenfold those of the battlefield.

A pathetic hunger procession

We drove to Parvis de Saint Gilles, central emergency feeding station for the starving city, and stood with the manageress watching the pathetic hunger procession troop by to the long table where gentlewomen stood ladling out the scanty fare. A little white-haired old lady dropped out of line, bearing in her hand a small sprig of *muguet* (lily of the valley). She was a very little and a very old lady and she looked very weary with the accumulated troubles of all her years, but she might have been a queen in the simple grace with which she presented her offering to the manageress. It was May 1 and the *muguet* is worn on this day in Belgium as a symbol of good luck. When the little old lady resumed her place many were smiling and for a moment the spirit of fellowship transcended the mean poverty of the scene.

I went to see Elizabeth, the Queen Mother, at Laeken, the royal palace outside of the city where her son, the King, is a German prisoner of war. Often the Queen drops in at the soup kitchens but always unofficially as befits her status in an enemy-occupied country. Every Belgian will tell you about her devotion to the people, her unrecorded benevolence and her heroism at Ostend where she administered to the wounded while bombs smashed close by and struck terror in the hearts of those of the royal household whose duty compelled them to stand by.

She was more a disembodied spirit than a substantial being—this frail lady whose strength was the strength of gentlewomen throughout the ages. About her was the same strange serenity of the Sister of Charity in Marolles—like one who, in suffering all, suffers nothing. She spoke to me in a detached, uncomplaining way about this grieving, distressed land she knew so well in every part. You could detect her professional training when she mentioned edema, rickets and other maladies of non-nutrition. Children were her main concern, she said, and she could not hide her dread for their future lives. She related a story of a mother she knew who had died of starvation because she would not take bread which might feed her children. This

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Columba P. Murray Jr., American famine-relief expert, tests sample relief soup with Paul Heymans (*in glasses*), president of Belgian Winter Help. Murray, a member of the Hoover Mission to Belgium, is waiting in Berlin to distribute U. S. food, if any is sent.

The Story of the Contented Molecule

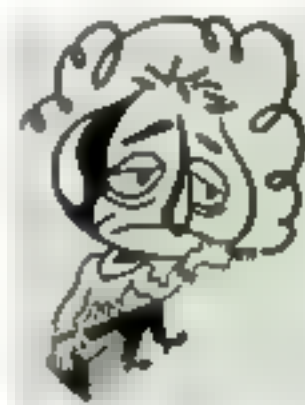


WHEN you look out of the window of a high building at the crowd in the street, it is just a crowd. But when you get down on the sidewalk, you see that the crowd is made up of different kinds of people. Some are tall. Some are short. Some are fat. Some are thin. Some of them get pleasure by giving crumbs to sparrows; others by tying cans to dogs' tails. It takes all kinds of people to make a crowd, and we could use more of some kinds and less of others.

When you see oil pouring into the crankcase of your car, you think of it as just oil. But that oil is made up of molecules, and these molecules differ from each other just as people do.

Here's a Dissatisfied Molecule.

He has an inferiority complex because he was born without all of his atoms, and he is always trying to become something different because he knows he isn't right.



Here you see a Contented Molecule.

He is good oil. And knows it. And all he ever wants to do is to go on being good oil... doing the best he can to make up for the shortcomings of the Dissatisfied Molecules.

NOW the first thing, when they got into the crankcase, the Dissatisfied Molecule started getting into trouble. He found a tiny drop of water and a loose atom of carbon, and started mucking around with them. Next thing you knew, he had his hands all over a sticky substance which he smeared on the oil screen as he went through.

"Aw shucks," you say, "what harm can that one little molecule do? Just a little harmless mischief."

But don't forget, if there are billions like him, pretty soon the oil screen and the crankcase are covered with sludge, and then there's real trouble.

Meantime, the Contented Molecule had climbed onto a piston and was happily riding up and down. It was all he wanted to do for the rest of his life.



After making the sludge, the Dissatisfied Molecule discovered a new game. He found that by adding an atom of oxygen to a bit of the sludge and getting it good and hot,

he could make a kind of sticky, brown varnish which he brushed on the sides of the engine. And if you think that was just innocent fun, you should have heard his evil laugh when rings and pistons stuck.



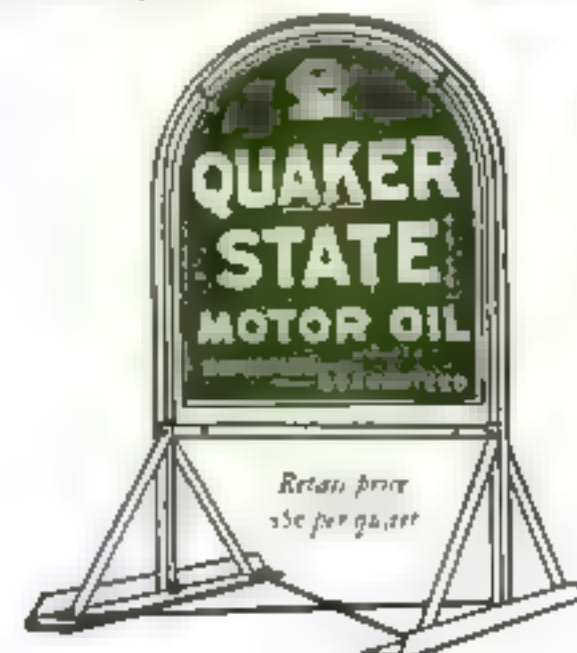
And all this time the Contented Molecule was just riding up and down on his piston; smoothing things out and doing his best to overcome the trouble that the Dissatisfied Molecule was making.

As you might expect, the Dissatisfied Molecule came to no good end. Torn by envy and malice, he divided and became several more Dissatisfied Molecules, none of which was half as good as the first one, and goodness knows that was bad enough.

And the Contented Molecule just rode up and down.

IF you read this story aloud to your children, they will begin to understand why some oils are so much better than others. Why some oils break down quickly, so that you frequently must add more quarts. Why some oils form sludge and varnish. Why some oils give safer protection and make cars last longer.

And also they will understand Quaker State's new stabilizing process which gives Quaker State Motor Oil a uniquely stable molecular structure. Try the New Stabilized Quaker State. Go to any dealer who displays the familiar green-and-white Quaker State sign. Ask the service man to drain and refill your crankcase with... *Stabilized Quaker State*. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.



**STABILIZED QUAKER STATE
MOTOR OIL
THE OIL OF CHARACTER**



ALL DOGS AREN'T ALIKE

Dogs differ just as much as human beings. By breeding and training, this little is a show-winner.

ALL GINS AREN'T ALIKE

Gins differ, too. If you haven't been aware of that, try Fleischmann's. There is and can be only one Fleischmann's. It cannot be duplicated.

FLEISCHMANN'S GIN

A Pedigreed Gin for Prize-Winning Drinks
Distilled from American grain 90 proof



Children of 1941 get their daily meal from Belgium Winter Help. The proposed Hoover soup line would serve 1,000,000 children and 1,000,000 indigent adults.

BELGIUM IS HUNGRY (continued)

she told unemotionally, not as an appeal to sympathy but as an illustration of what was occurring in many Belgian homes. There were compensations, she told me in her soft-spoken way as I rose to go, sometimes the grace of people shone through the encompassing darkness like a great light.

Famine is closing in

Back in Brussels I talked to M. Emile de Winter, Secretary General in the Ministry of Agriculture, who gave me an inventory of Belgian food supplies. He said that bread, of rye and potato flour, now came entirely from German sources. There was oil in Antwerp for the manufacture of margarine to provide a quarter-ounce ration a day until the end of the summer. Potatoes were running very low and there was milk to supply one pint a day for children and one-half pint for the aged and for invalids. There would be little milk next winter, since Belgium imported the great bulk of its stock feed from the Western Hemisphere and most of the cows would have to be slaughtered when the pasturing season was over. Sixty percent of the swine had already been killed and three-quarters of the chickens, so there were very few eggs. Meat could still be rationed, an ounce a day, but this was so unevenly distributed that some markets like Namur, Charleroi and Dinant got only half the amount to which they were entitled. Beef and veal would soon become as luxurious tidbits as pork now was. The situation would be relieved a little by vegetables during the summer but, he concluded, it was impossible not to be a pessimist about the future.

I asked him if the Germans had requisitioned much food in Belgium, and if so, whether they were still shipping much to Germany and living off the country. In answer to the first question he said it was impossible to reply with accuracy because none of the burgomasters or commune officials had made an inventory of provisions in the country before the invasion, but he was of the opinion that the Germans had taken a great deal, not so much by requisition as by purchase by soldiers. That checked with my view for I had a vivid recollection of Brussels' shops filled with Germans in uniform, their pockets bulging with bundles of *Kreditmarks*. Under this process of acquisition, shelves had been laid pretty bare when I left Belgium two months after the Germans came. And these scouring methods had only been brought to an end in December when the commanding general issued an order that no German soldier could thereafter buy any Belgian goods.

M. De Winter admitted that the German Army was being fed entirely from Germany now, and that Belgium in large part was now living on German rations. He gave the following account of what had been shipped from Germany since the occupation: 140,000 tons of rye, 30,000 tons of rye flour (enough together to make bread on the basis of the reduced ration for nearly three months), 50,000 tons of eating potatoes and 12,000 tons of seed potatoes. He said further that the German Government had promised to ship 130,000 tons of potatoes for food and 43,000 tons of seed potatoes.

After I finished my questions, M. De Winter had a few questions of his own about the possibility of Belgium getting food from the U. S. I answered with what was meant to be a fair statement of American feelings on the subject. I pointed out that, on the one hand, the U. S. was openly an enemy of Germany and that it was believed by many that our cause was identical with that of Britain,



Children of 1918 write "Thanks to generous America!" for food. During the last war the hard-working Hoover Commission distributed nearly a billion dollars of supplies.

Therefore we could do nothing to weaken the blockade. All German-occupied territory was for blockade purposes considered a part of Germany and it was argued that to feed Belgium would be assisting German war economy. It was distressing to think of the hunger-suffering Belgian children but who was responsible for their starving? To feed them would be in effect to countenance criminal aggression. Moreover, there was no assurance that the Germans would not appropriate any and all provisions shipped.

On the other hand, I said that it was true that the same arguments had been advanced during the last war, when Herbert Hoover distributed nearly a billion dollars worth of supplies under the hungry eyes of German soldiers who hitched their belts tighter month after month. Now again Mr. Hoover proposes to set up an American soup kitchen for the feeding of 1,000,000 indigent adults and 2,000,000 children in Belgium. This will call for a monthly sum of 45,000 tons of flour, milk, fats and soup materials to provide 2,500 calories for each person a day. Guarantees have been given in writing by the German Government that none of this food will directly or indirectly be taken by Germans nor will the German Army requisition provisions of like character. To give double assurance, Mr. Hoover states that he will confine shipments to ten days' supply so that at no time would it ever be possible to seize more than enough to feed the German population for one day.

The Germans have not interfered

Meanwhile, two Americans of much skill and experience in famine-relief expeditions, Mr. William C. McDonald and Columba P. Murray Jr., have been waiting in Berlin for word to organize their mission in Belgium. These same two men for a year and a half have supervised dealing out the food supplies from the Hoover-sponsored Commission for Polish Relief to hungry Poland, where two depots have been set up in Krakow and Warsaw for distribution to Poles, Jews and Ukrainians. They tell me there has been no interference with their operations by German military forces nor has there been any attempt by Germans to seize any supplies. Herbert Hoover points to this example in Poland as proof of what may be expected from the German Army in fulfillment of its undertaking in Belgium. He insists that if we had a moral obligation to feed starving Belgians a generation ago, we have the same obligation now.

So matters stand, and the controversy between high-spirited, well-nourished Americans is energetically barred back and forth while René Colin and 2,000,000 other Belgian boys and girls continue to be tortured by hunger. I went to ask Cardinal van Rocy, Archbishop of Malines, about the workability of the Hoover plan at the archbishopric near the ancient cathedral where the sainted Cardinal Mercier lies at rest after his indefatigable labors during the last war.

The primate, in maroon cassock and cardinal beret contrasting with his white hair, spoke with deep emotion. He was an austere commanding figure when he said defiantly that the Belgian people would rather starve a thousand times if relief meant any jeopardy of independence. I did not have to acquaint His Eminence with details of the latest Hoover plan. He knew the proposal and authorized me to state to the American people that it had his unqualified approval. He said the plan should be given a trial and he was certain it would meet with success, for the methods suggested had stood the test of experience. In the last war the Germans had respected their commitments and there was no reason to suppose that they would be less faithful to their pledged word now. The Cardinal added that there

CONTINUED ON NEXT PAGE



PADDOCK
In smart white "saddle" with antiqued calf trim. Double soles.

SOUTH SEA SANDAL
In tan calf skin, kid-lined, with elastic gore.

WOOGIE
Soft tanned sturdy moccasin leather. Wax stitched seams.

KEEP YOUR SUNNY STRIDE UP



For a zoom in your step, a lift in your spirits, summer your feet in smart Freeman comfort. Crisp styling, good leathers, careful crafting, moderate pricing... all come together! Write to Freeman Shoe Corporation, Beloit, Wisconsin... for your dealer's name.

Freeman Shoes
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PANAMERICAN
Hand-woven soft harness calf, green rubber "rope" bottoms.

AIRAGON
Soft shrunken-grain kid ventilated A Free-Flex Master Filter.



Held in High Esteem
I.W. HARPER
The Gold Medal Whiskey

BELGIUM IS HUNGRY (continued)

was no present prospect of relief unless America came forward as it had done before.

This was evident from an economic survey. Even before the war, in this little industrial country, each inhabitant ate a daily bread portion of one pound. Two-thirds of all its cereals came from foreign sources and three-quarters of these importations were from Canada, the U. S. and Argentina. Butter and dairy products were brought from Holland. Now even the thrifty Dutch are feeling the pinch of scarcity and are made to pay through the nose. So there was no hope of help from that quarter. There remained Russia and the granary of the great Ukraine but the story of the Belgian negotiations with Russia is a discouraging one. Two months ago a commission filled with high hope went to Moscow confident that they could purchase Russian wheat, for they had a great treasure of gold stored in American bank vaults which the former finance minister told me had a value of \$175,000,000. In Moscow a shock awaited them, for the Russians placed no value upon this American gold. What they wanted for their wheat was technical machinery which Belgian factories alone could produce, and also some of the more useful commercial metals of the country. In the end, after weeks of negotiations, the Commission came back with nothing more than the promise of ten days' wheat ration in exchange for the only available zinc in Belgium. It will be a year before the complicated machinery which the Russians demand in immediate exchange for more wheat can be shipped from Belgium.

That curious "Kreditmark"

While Belgian gold lies idle, German paper money purchases deluxe delicacies such as butter and eggs. That curious currency *Kreditmark* which proclaims its inherently spurious character by the threat of punishment for counterfeiting which is written on its face, and which has back of it nothing but the fiat of an occupying army, now has an exchange value twelve and a half times that of the Belgian franc.

If you have enough of these pieces of paper you can wax fat in the midst of want because there has grown up a criminal traffic in edibles that has all the features of our Prohibition era. In famishing Belgium, as in Spain and Poland, the rich can eat without too much trouble. Each one has his favorite food bootlegger. In the famous *Filet de Boeuf* anyone who has enough paper money can still find excellent beef with sauce béarnaise, lobster au champagne and other "creations" of the celebrated Pierre André, along with the best of Burgundy and champagne. But the reason the rich can eat is because the poor cannot; and the reason the poor cannot is because ordinary labor gets 40 francs (\$1.20) a day and the skilled artisan is paid only twice that amount.

When the military government was installed in Brussels, prices were fixed by decree to guard against inflation and severe penalties were announced for any evasion of the law. Also a ration was prescribed and, according to this schedule, prices are not unreasonable. A loaf of bread costs the equivalent of 15¢, butter costs 50¢, meat 60¢ and potatoes 15¢ a lb. Actually these commodities cannot be found in any open market and the prices the law allows are a grotesque



Prince and Princess de Ligne maintain a huge soup kitchen in their large house in Brussels, once famed for its table. The family has moved to the stables to make room.

travesty of tragic reality. As an indication of prices based on the law of supply and demand, a loaf of bread costs 40 francs which is the equivalent of \$1.50; meat \$1.75 a lb. and butter \$1.50 a lb. Only one thing is not dealt with in these undercover black markets. Milk is distributed openly and at the very reasonable price fixed by law: one and a half francs (4¢) a pint.

Belgium eats "bootleg" food

Belgian law provides penalties for violation of rations for both buyer and seller, and severe jail sentences are often inflicted. But the traffic goes on unrestrained, just as it did in our Prohibition days. For much as men crave whisky and beer, the will to eat is more imperious and will not be denied, law or no law. The hostess who provided a very comfortable dinner the night before I left Brussels told me she faced a long term behind bars if she got caught. But of course everyone is doing it and there is no moral stigma attached to eating, if you can. Trafficking goes on at night and the whole business is strikingly reminiscent of our bootleg days, with the same contempt for law and with respectable people getting disreputable in the same respectable way. Meanwhile, the famished do not revolt for the will to protest fails with dying strength.

There are ugly stories going the rounds in Belgium, such as the one of a man on, believe it or not, Philanthropy Street who are too well and whose neighbors accordingly beat him up so badly that he was carried off to the hospital. And that of a group of Belgians who were caught digging Dutch potatoes over the border in Limburg. When the police came to arrest them they offered determined resistance and said they would rather be shot than gnawed to death by empty entrails. The police let them go—with some of the potatoes. Priests are countenancing, so gossip runs, pre-emptory action on the ground that the right to live transcends the right to property. Bands of desperate, hungering men hold up farmers' wagons at night and make off with everything edible they can get their hands on. Near Liège, organized sorties systematically sack the countryside and there are thousands of itinerant mendicants who rove the highways off from Brussels, Bruges and Ghent begging for bread at day and sleeping wherever night descends upon them.

It is a nasty world, this Europe after this second winter of war. My sleep is haunted by black dreams of another winter of want in Belgium. Yet no one despairs, and the courage and nobility of the people are an inspiration, as I told a banker friend who came to see me off at the train.

"Yes, we will go on," he said. "The Belgians are brave and no one will raise his hands in surrender. But no one dares to think of the future"—and his own hands went up to the heavens—"for that way madness lies."

The banker asked me timidly about the Hoover Plan, but I told him what I had told the Secretary General of Agriculture, that the American people were against the Hoover Plan because they thought it would give aid to the enemy. He was mystified at this and, being a banker, used earmarked gold to illustrate how all shipments to Belgium could be identified and thus safeguarded to the intended destination. He asked why, if that could be done with gold the same thing could not be done with provisions. At that moment the train came, so I did not have to answer. I was very glad the train came.



American representatives of the Hoover Commission gather at Prince de Ligne's residence. To prevent Nazi seizure, Hoover Plan would send only ten days' supplies at a time.

NOW'S THE TIME TO *ACT!*



Be a U. S. Army Flying Cadet

- ★ You're lucky to have been born an American. Doubly lucky if you were born between June, 1914, and June, 1921. To men of your age the U. S. Army offers the finest air training in the world — sound preparation for a career in the field of aviation—pays you while you learn!
- ★ Your country needs young men of action and decision for the job of air defense. Now is the time to "get going." You can apply for appointment as a U. S. Army Flying Cadet at any time, before or after your call under the Selective Training and Service Act.
- ★ As a Flying Cadet you will receive \$75 a month, plus uniforms, equipment, board and lodging during the 7½-month period of instruction. Upon graduation you will be commissioned a Second Lieutenant in the U. S. Army Air Corps Reserve, and placed on active duty with the Regular Army Air Corps with pay ranging from \$205.50 to \$245.50 per month.
- ★ To qualify, you must be not less than 20 nor more than 26 years old, unmarried, sound physically and pass a written examination in U. S. history, English grammar and composition, general history, geography, arithmetic, higher algebra, geometry, trigonometry and elementary physics. Successful completion of at least one-half the credits necessary to graduate from college exempts you from the written examination.
- ★ This is your BIG CHANCE. Apply now.
- ★ Enlistments are now open for many branches of the Regular Army including the Air Corps.

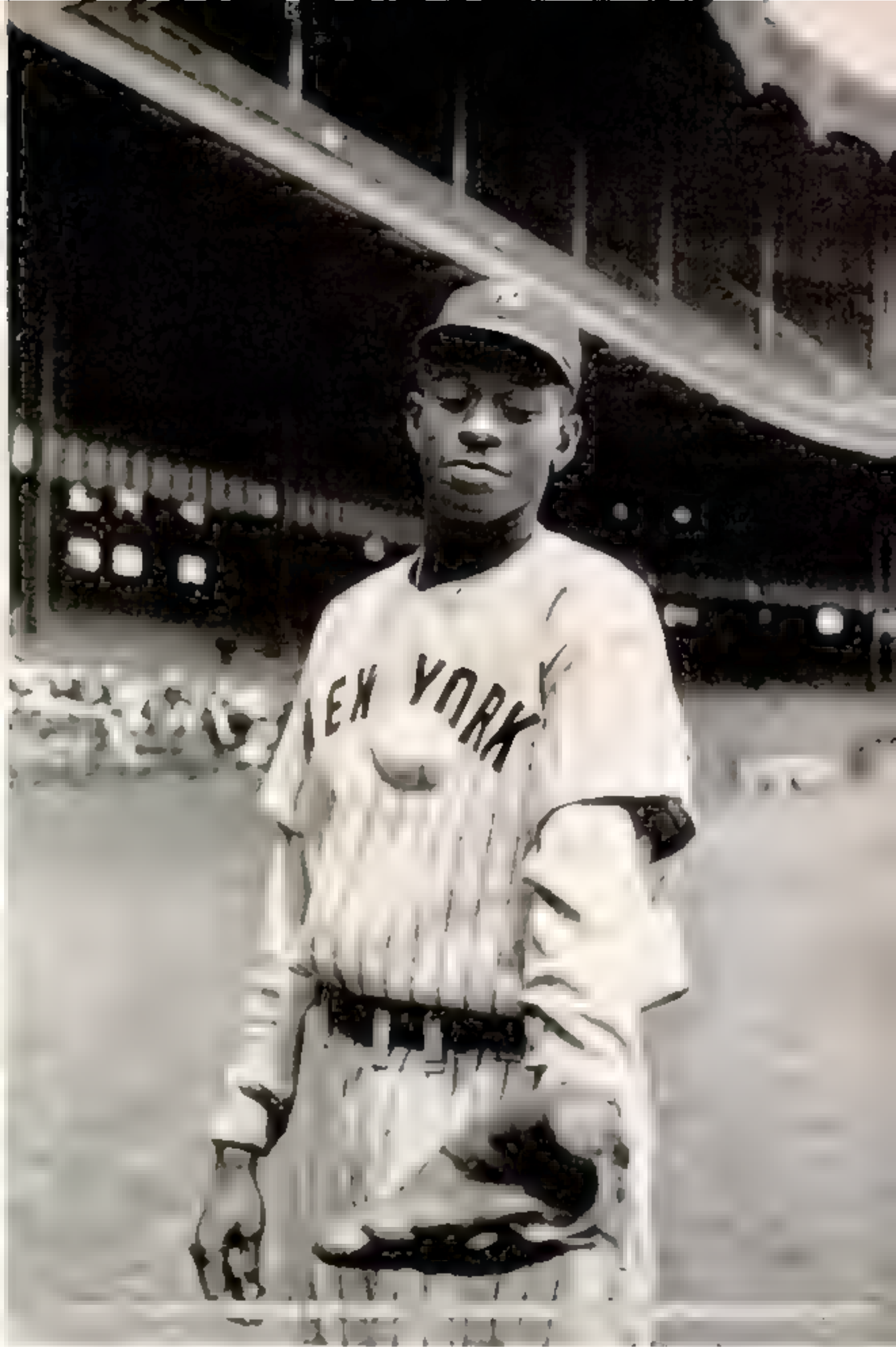
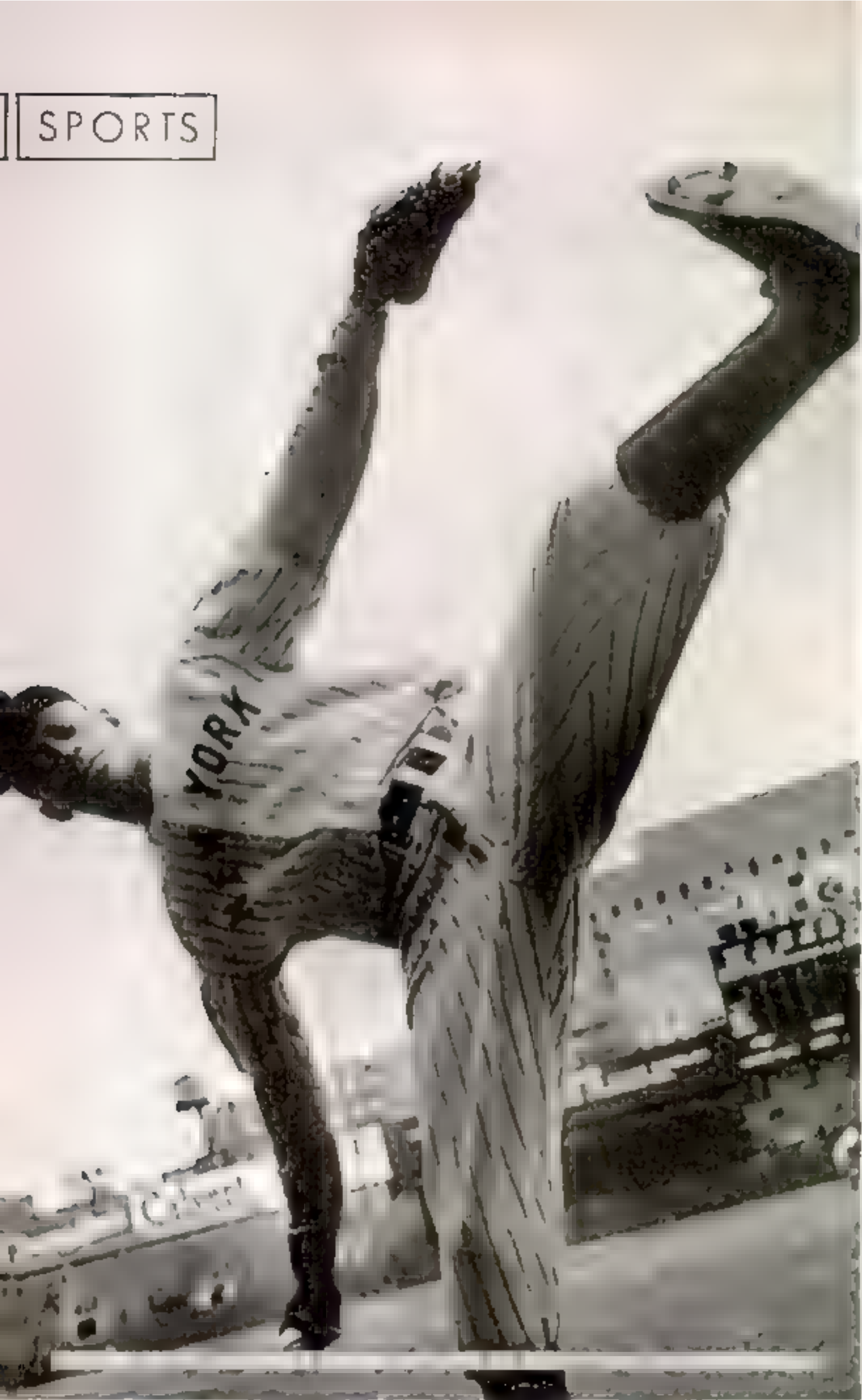
U. S. ARMY RECRUITING SERVICE



Visit or write the nearest U. S. Army Recruiting Station or write to: "The Commanding General," of the Corps Area nearest you:

First Corps Area	Boston, Mass.	Fifth Corps Area	Fort Hayes, Columbus, Ohio
Second Corps Area	Governors Island, N. Y.	Sixth Corps Area	Chicago, Ill.
Third Corps Area	Baltimore, Md.	Seventh Corps Area	Omaha, Neb.
Fourth Corps Area	Atlanta, Ga.	Eighth Corps Area	Fort Sam Houston, Texas
		Ninth Corps Area	Presidio of San Francisco, Calif.

Or write to:
Enlisted Division C-5, A.G.O., Washington, D. C.





Mayor LaGuardia and Satchel tied for mugging honors when Paige was presented to the Mayor before game. To watch Satchel pitch, 20,000 people attended the game.

SATCHEL PAIGE, NEGRO BALLPLAYER, IS ONE OF BEST PITCHERS IN GAME

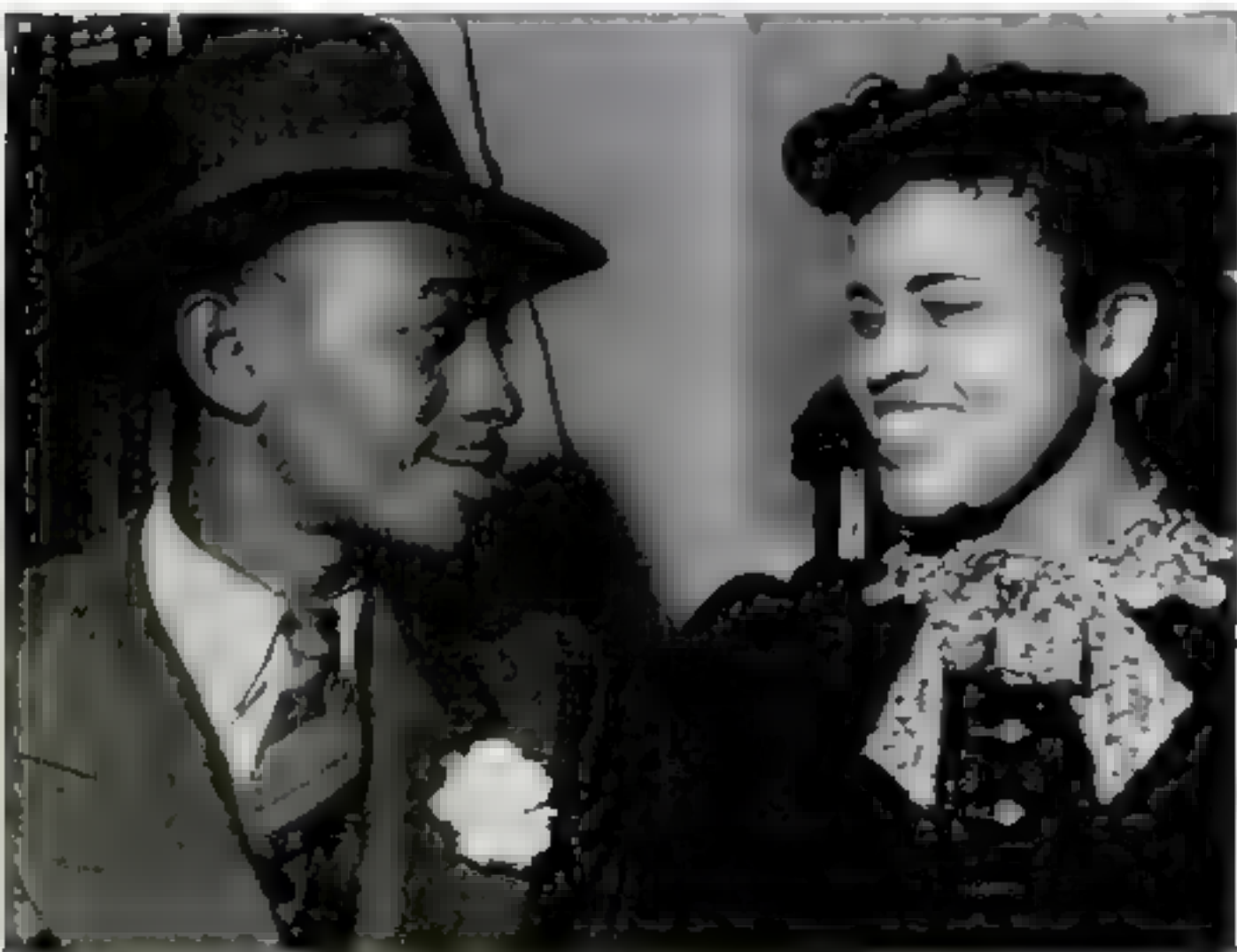
Leroy ("Satchel") Paige, a Negro, is one of the greatest pitchers in baseball. He has a great fast ball and curve, superb control. Playing a position which, in addition to pitching talent, requires more concentration and training than any other on a ball team, Paige has violated many of the rules pitchers earn their money by.

While major leaguers pitch only every fourth day during the season, Satchel pitches three games a week all year round, winning most of them. He eats in the same all-out manner, sometimes consuming great quantities of ice-cold pop and hotdogs just before pitching. He sleeps in the same haphazard fashion, curling up on the front seat of his car for a nap.

Satchelfoot is a gangling, 33-year-old Alabamian whose huge, flat feet (size 14) got him his nickname. Since 1928 he has been barnstorming the U.S. playing with Negro ball clubs and in tropical leagues in Puerto Rico, Cuba and Central America. He gets as much as \$500 for a single game and always draws a crowd.

Barred from organized professional baseball because he is a Negro, Paige has played against many of the major-league stars in exhibition games. According to them he has more than proved his ability to play in the big leagues. He won four out of six games from Dizzy Dean in a series and Joe DiMaggio says Paige is the greatest pitcher he has ever batted against.

Month ago at the Yankee Stadium, Satchel pitched a 5-3 victory for the Black Yankees over the Philadelphia Stars. He struck out 8, gave 5 hits, walked 2 and met Mayor LaGuardia (above).

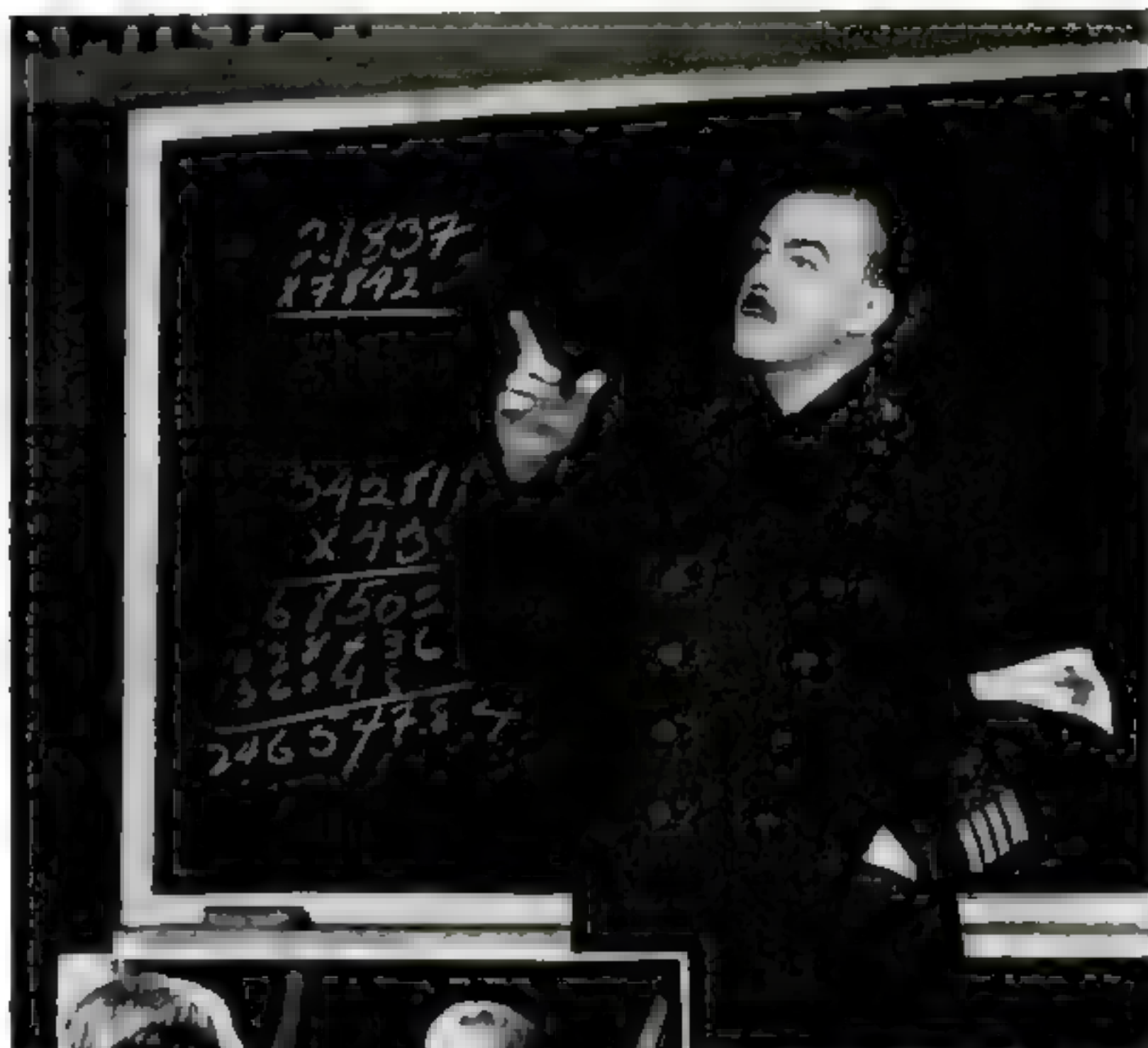


Satchel's wife, Lucy, is from Puerto Rico. They met while he was playing ball down there. She can't speak English well and Satchel doesn't know many words in Spanish.

CONTINUED ON NEXT PAGE

ACTORS' FACES

are EXTRA sensitive to Shaving Cream



ALFRED LUNT plays the role of Dr. Valkonen in his latest success, Robert E. Sherwood's great play, "There Shall Be No Night."

At left, Mr. Lunt takes off his make-up. He says: "Removing make-up gives my skin daily punishment. I have found Williams Shaving Cream to be exceptionally easy on my skin—it never burns or stings."



—that's why ALFRED LUNT uses WILLIAMS

Imagine having a thick layer of make-up on your face for several hours every day. Think of rubbing off that make-up after every performance . . . removing it thoroughly so that not a trace remains. No wonder actors' faces are sensitive to irritants in shaving cream!

To be kind to your skin, a shaving cream must be made of rich, top-quality ingredients, blended as carefully as a prescription. Such a cream is Williams. Made with the skill of over 100 years, it is unusually mild and bland. Moreover, Williams soaks whiskers thoroughly soft. You can shave cleanly with only a light pressure on your razor. Get a tube today!

BURGESS MEREDITH says: "Only a mild shaving cream like Williams lets me shave without soreness or irritation."



Something your eyes won't LET you see

Here's what your eyes see through faulty sun glasses—without your even knowing it!

What your eyes see through scientifically ground and polished distortion-free OPTIKS

Even when you don't SEE Distortion you SUFFER from its effects

Want to know *why* you can't see distortion? Here's why: Your eye muscles automatically adjust your sight to whatever appears before your eyes. But looking through faulty sun glasses—see diagram, left—puts a dangerous strain on these guardian muscles—far beyond what nature intended. Dizziness, nausea, beach headache—even permanent eye injury may result. So don't blame the hot dogs for the way you feel after a day in the sun—ten to one it's this invisible distortion in your sun glasses. Isn't your eyesight worth 50¢? OPTIKS are scientifically ground and polished lenses. Don't gamble with your precious eyes another minute. Guard against DISTORTION DANGER with super-stylish OPTIKS... today!

At a glance, you can tell if your sun glasses are faulty. Look at the rays of light passing through them. If they are distorted, the rays will be wavy and uneven. But if they are not, the rays will be straight and even. This is the only way to tell if your sun glasses are faulty. Don't gamble with your precious eyes another minute. Guard against DISTORTION DANGER with super-stylish OPTIKS... today!

Optiks
50¢ NOW

At leading stores. Or send 50¢ plus 10¢ for postage to LAFIN PRODUCTS, INC., 208 Varick St., N.Y.C.

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RJ
PROTECTS
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Guarantees
REAL
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5¢

Dogs of all sizes and breeds thrive on it

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OTIS

SHIRTS and
GRIPPER SHORTS

For Comfort
and Long Wear

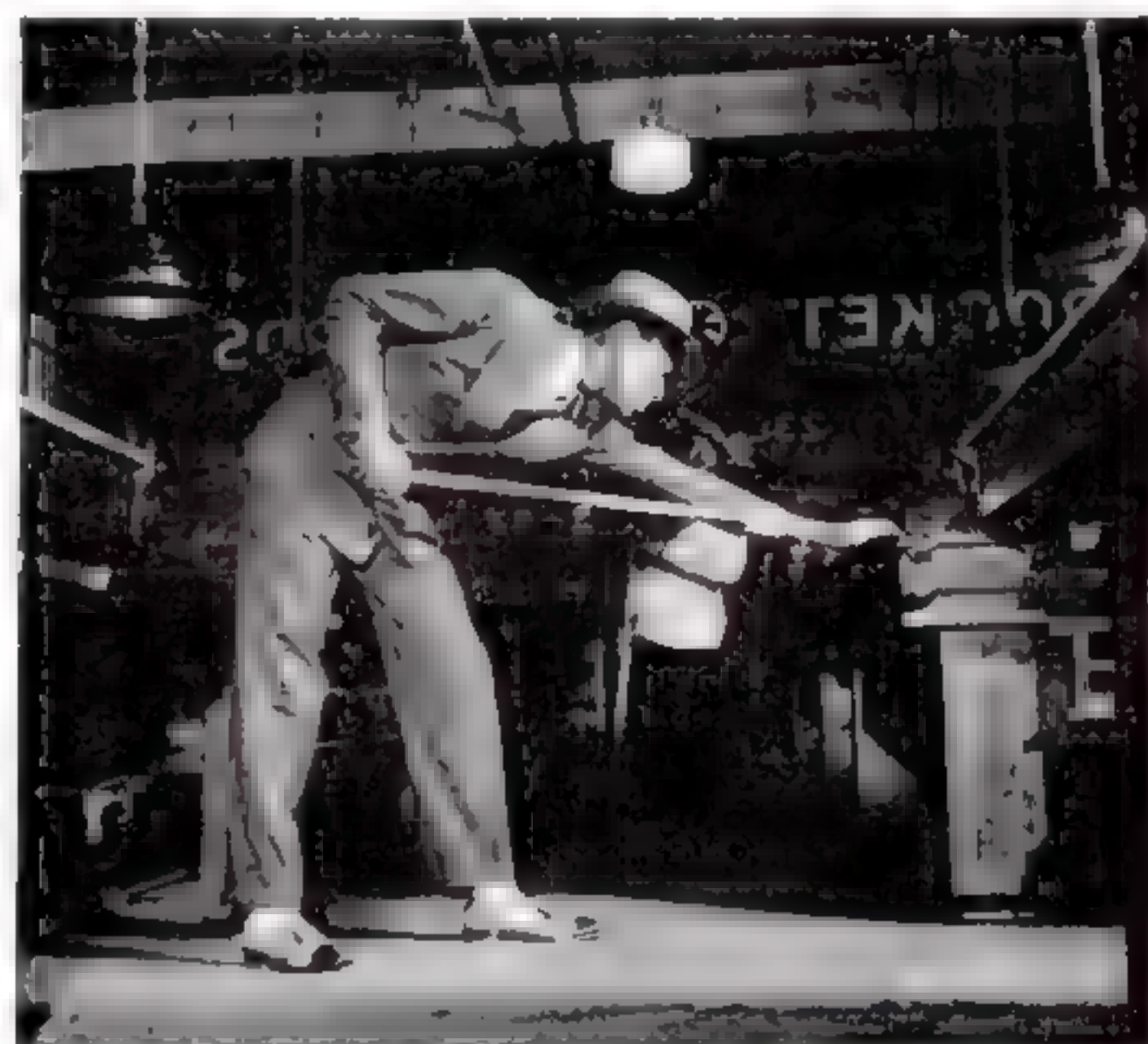


OTIS UNDERWEAR
57 WORTH ST., NEW YORK

Sports (continued)



Negro kids all over the country mob Paige. He is placed alongside Joe Louis and Bill Robinson as a popular hero. Satchel free-lances, pitching each week for best bid.



Satchel likes to shoot pool, but loses more often than he wins. He likes clothes but does not dress like a Harlem "sharpie" except for his narrow two-toned, pointed shoes.



Satchel plays some boogie woogie on the piano for the Black Yankees. His playing shows more gusto than polish and considerably less talent than his baseball playing.

NEW U.S. ROYAL OIL CUSHIONED CENTER TRANSMITS MORE CLUB-HEAD-ENERGY TO BALL!

Amazing New Vitalized Center Holds Secret Of Straighter Wood And Iron Shots, Truer Putts, Sharper Click, And Longer Playing Life



ON THE GREEN... is your ball a cup-jumper? A lip-hanger? A wobbler? What will you give for a ball that can tell a ruler what "straight" means? For a ball that drops quicker every time than a quarter in a tin cup? Mister, you've been talking about that new U. S. Royal, the ball with the *oil cushioned center*.

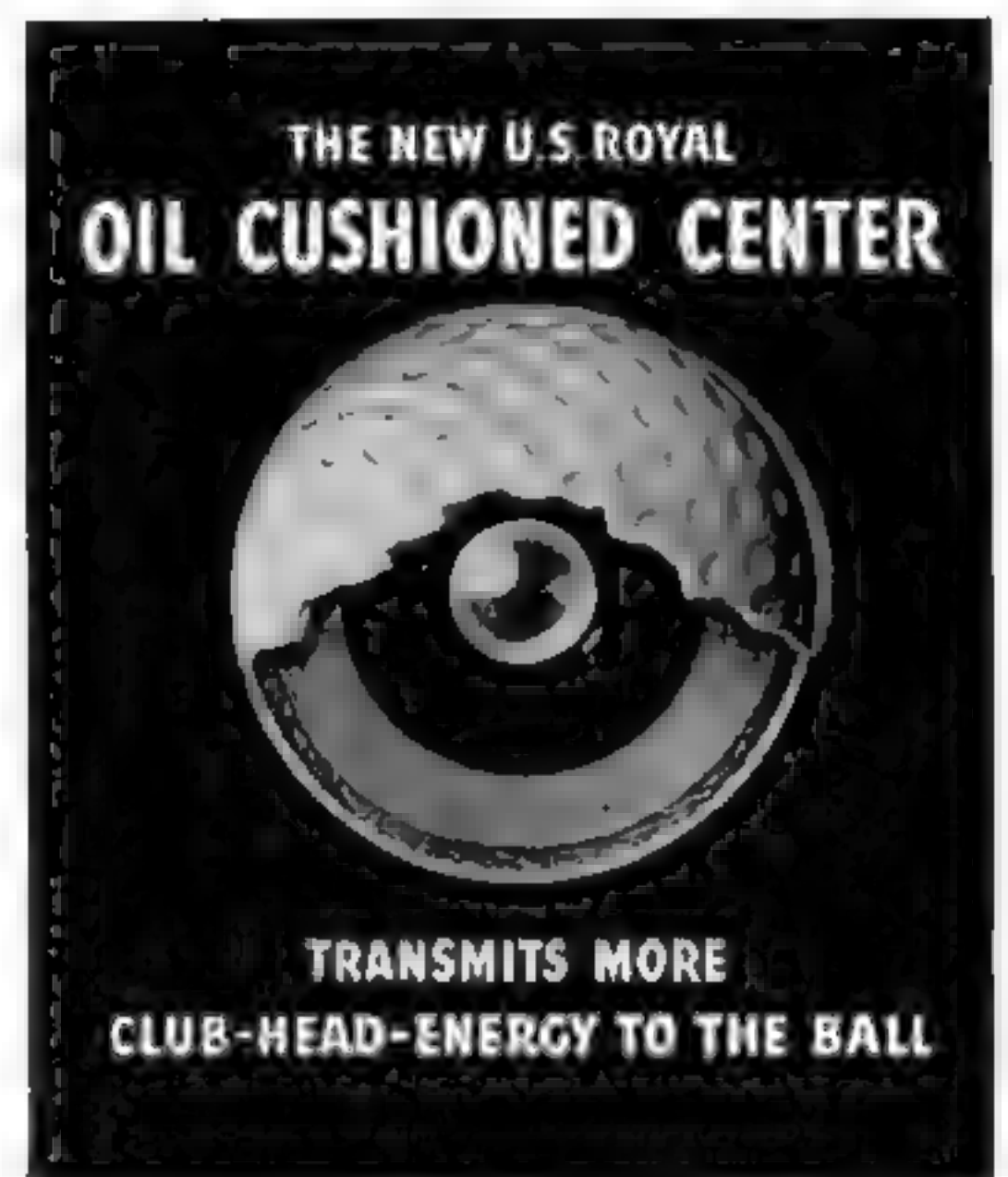
LET'S TAKE YOUR GAME APART... And let's put it together again, the way you really want to play it, with the help of an amazing new golf improvement... the ball with the *oil cushioned center*.

AT THE TEE... what's your problem? Hook? Slice? Dribble Drives? Sky Rockets? How much would you give for a ball that helps you sock 'em out far and straight *every* time with the soul-satisfying "click" that advertises "well-hit"?

DOWN THE FAIRWAY... what's it worth to you to pick a ball off the turf and arch it up... up... up and to the flag in a clean curve that's as full of promise as a rainbow and as fine to look at?

The center that transmits more club-head-energy to the ball. The center that helps you get maximum distance off the tee, that gives you controllability on the fairway, that gives you accuracy on the green.

Secret of this new center is the perfectly rounded, perfectly balanced globule of oil that's sealed up in a perfectly rounded and balanced pellet of soft rubber. Liveliest golf ball center ever produced, it has the ability to "recoil" quicker from club-head impact... thus transmitting more club-head-energy throughout the ball. Of extra sturdy construction, it permits winding at tremendous tension, making the ball harder (which gives you more distance) but still resilient



enough to provide marvelous feel and click.

And with all these advantages, the new U. S. Royal with the *oil cushioned center* costs you exactly the same as any ordinary golf ball.

Why not see your Pro this week? Start the season out right with the new 75-cent U. S. Royal. Have him put aside a dozen for you this Saturday.



TRUE BLUE U. S. Royal—For Championship and Tournament Play



THREESTAR U. S. Royal—all the new features of the True Blue plus still greater durability

U.S. ROYAL

GOLF BALLS

With Cadwell-Geer Cover for extra durability—look for it on the ball

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK





YOUNG VISITORS WAVE FROM JEWEL-WINDOWS IN LIBERTY'S CROWN. TWENTY-FIVE PERSONS CAN STAND INSIDE. HEAD IS 37 FT. HIGH, NOSE 4½ FT. LONG, MOUTH 3 FT. WIDE

FROM THE BASE THEY PEEK UP AT SOARING STATUE. BEHIND THEM: MANHATTAN



Life Visits the The graduating class of a New England high school

Never before has the Statue of Liberty seemed so important. Never before have so many tormented millions dreamed of her overseas or so many Americans, belatedly aware of the winds around her torch, traveled to Bedloe's Island somehow to absorb her perishable significance from the folds of her imperishable bronze. This week LIFE visits Liberty with a group of Yankee pilgrims from the West Newbury, Mass. High School. For five years they had saved for their graduation trip to New York. On their itinerary were shows, bus rides, museums, swing bands. But when they stood on the Battery and looked across at Liberty, standing alone in a war-empty harbor, they knew they would remember her when the rest of their trip had slipped into the limbo of the past.

A ferryboat took them across to Bedloe's Island. There at the landing they looked up at the ramparts of old Fort Wood, and looming above them the great green statue, the topmost flame-spire of its torch 305 ft. above the bay. Within the pedestal they looked at pictures and read how liberty loving France had



FROM THE TORCH, WHICH IS GENERALLY CLOSED TO PUBLIC, STUDENTS LOOK DOWN ON LIFE'S PHOTOGRAPHER IN HEAD. RIGHT ARM, 42 FT. LONG, IS TRAVERSED BY LADDER

Statue of Liberty

makes a pilgrimage to America's most famous monument

decided to honor America on the centennial of the Declaration of Independence. They read how Frenchmen, though conquered and humiliated by the Prussians, managed to raise \$700,000 for the Western World's most famous monument. And they read the shocking story of how complacent Americans gracelessly refused to contribute for the pedestal while the completed statue lay waiting in France. Mainly through efforts of a Hungarian immigrant named Joseph Pulitzer was the pedestal finally completed, the statue unveiled in October 1886, ten years after the celebration for which it had been planned.

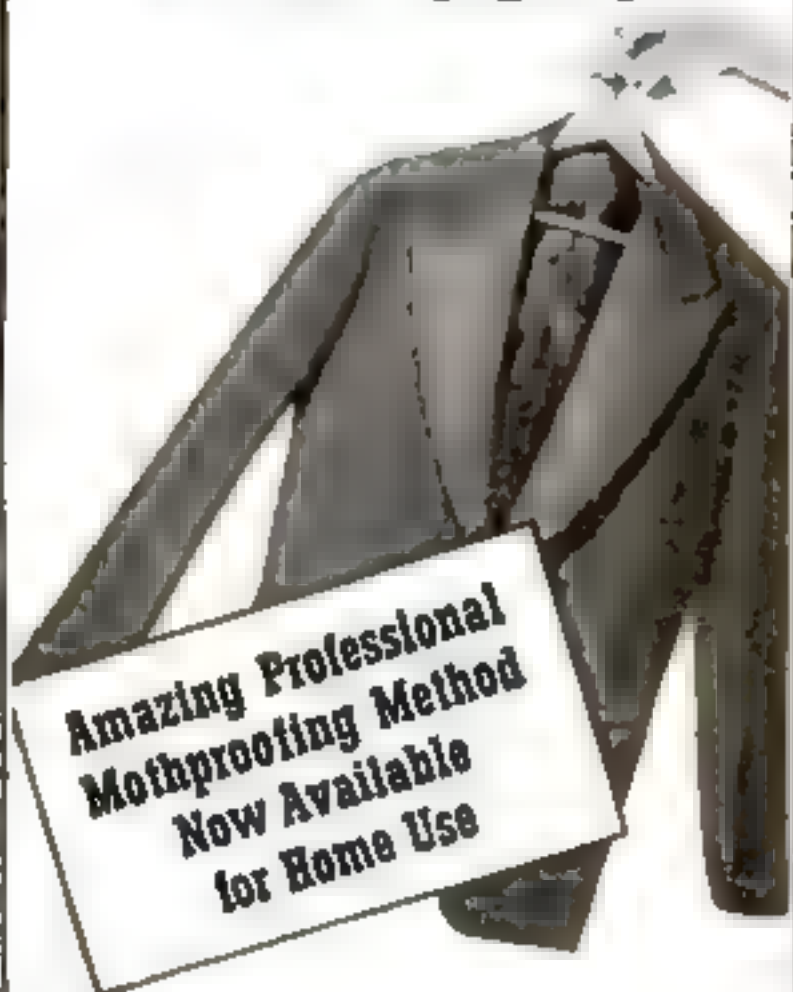
When West Newbury's young pilgrims reached the rim of Liberty's torch (above), they looked breathlessly out on New York rivers and spires. France, donor of Liberty, was no longer an apostle of her blessings, no longer an admirer of U. S. political forms. Few "homeless, tempest tost" immigrants sailed any longer past her lamp. But the young New Englanders, upheld by her right arm, well knew what Liberty meant and quietly they resolved to honor and defend her while they lived.

STATUE FADES IN DISTANCE AS FERRYBOAT HEADS UP THE BAY TOWARD MANHATTAN



CONTINUED ON NEXT PAGE

MOTHS WILL NEVER EAT THIS SUIT



**NO ODOR...NO WRAPPING
NO STORING AWAY!**

Yesterday Bill Johnson bought this new suit. When it arrived, Mrs. Johnson sprayed it all over with LARVEX. That took only a few minutes and cost less than a single "pressing"—yet gave Bill's suit the positive LARVEX protection against moth damage that has been used for years by leading woolen mills, laundries and dry cleaners.

As a result of spraying all their clothes—old and new—once a year with LARVEX, the Johnsons will never find a moth hole. For moths starve to death rather than eat LARVEXED clothes, sofas, rugs and drapes.

LARVEX IS DIFFERENT...

SURE: Not even dry cleaning will impair the positive year-round protection LARVEX gives to woolens.

QUICK: With LARVEX, it takes only a few minutes to mothproof a suit, or a dress and jacket for 12 months.

EASY: The LARVEX bottle sprayer is so simple to use.

CHEAP: Only 79¢ per pint, \$1.19 per quart, so it costs less than a single "pressing" to mothproof a man's suit for a whole year.

At all drug and department stores. LARVEX, New Brunswick, N. J.



LARVEX

ONE SPRAYING MOTHPROOFS
FOR A WHOLE YEAR

*Reg. Trade Mark

Statue of Liberty (continued)



Shadow of Liberty falls across Beilke's Island pier in afternoon. Note the floodlight cluster at corner of base (lower right). Boats run to statue every hour. Round trip: 35¢.



Ellis Island, viewed here from Liberty's torch, was once the golden gate to freedom's land. Now it is little more than an American concentration camp for suspect aliens.



"Darned if I'd let ordinary constipation bother me the way it did you last winter!"

"Live and learn! I sure feel wonderful now... I've been taking

Nujol

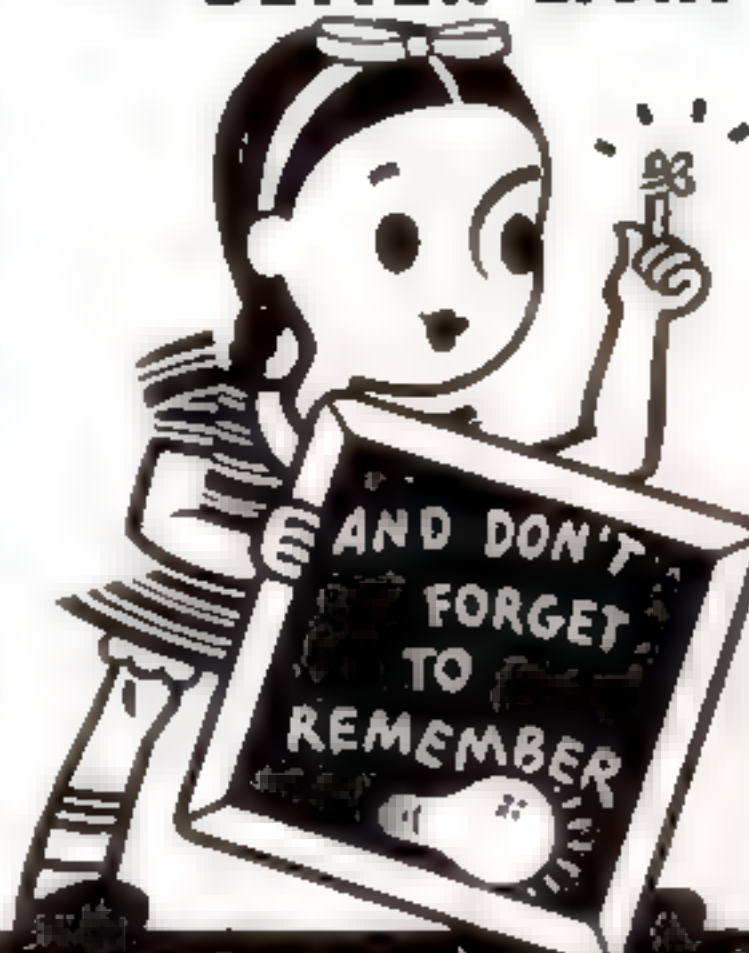
CONSTIPATION is not created overnight... certainly it should not be purged overnight by violent methods that high-pressure you and leave you "woozy." A tablespoonful of odorless, tasteless Nujol each night and morning establishes effective intestinal lubrication, gives continuing relief from ordinary constipation. Not "just another" mineral oil—Nujol's viscosity is scientifically controlled to give best results. Get a bottle at the drug-gist's today!

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HERE'S WHAT YOU CAN DO IN A WEEK IN MAINE



MON. Good roads take you everywhere. Wide sandy beaches invite you to swim and bask in the sun. Nights are cool.

TUES. Eastward along rugged rocky coast. Famous Maine meals and hospitality follow you wherever you go.

WED. You can switch back—away from the coast—into a forest wilderness. Hike and explore in the deep Maine woods.

THURS. Up! Up! Into lofty mountains that look down on green valleys and sparkling lakes. Ride. Play tennis and golf.

FRI. Swing down into the lake regions. Fish. Swim. Sail. Famous hotels, tents and comfortable stopping places everywhere.

SAT. The longer you stay, the more "at home" you feel. Friendly villages make memories you won't forget.

SUN. There's always something new to do. A free picture-book of Maine will set you dreaming. Send the coupon. Make plans.



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Tourist Service, 618 St. John St. FREE BOOKLET
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Please send me the new illustrated Maine Official Vacation Guide for 1941.

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State _____



Chambers take a breather halfway up staircase which spirals around central pillar. There are 168 steps between pedestal and head. Diameter of statue at waist: 35 ft.



Foundation of Liberty is the star-shaped parapet of disused century-old Fort Wood. Pedestal proper is 89 ft. high, contains an elevator. Hollow statue weighs 225 tons.

Ever hear of a MERCURY OWNER who wasn't Enthusiastic?



MERCURY has made friends faster than any other car in its price class. And have you ever known a Mercury owner who wasn't enthusiastic? People are naturally proud of a big car that gets out front fast—and stays there. • Built to aircraft principles, Mercury has more power per pound than most other automobiles! Yet its smooth V-8 engine is amazingly thrifty. Owners report up to 20 miles per gallon. • Gentle, slow-motion springs and double-acting shock absorbers give new riding comfort. Bigger tires put more rubber on the road for greater stability. There's plenty of head room, leg room and elbow room for tall, husky people! • Talk to a few Mercury owners. Get the low-down on a car that's really new and different. Then talk to your nearest dealer and learn how little Mercury costs to own.


FORD MOTOR COMPANY

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THE AVIATION IDEA IN AN AUTOMOBILE

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NATIONAL PREMIUM BEER

Maryland's greatest contribution to nice living. Costly but really worth it.



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NATIONAL Premium
A pale dry **BEER**
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FATHER'S DAY

Hollycourt

THE MIRACLE PIPE IT STAYS DRY



BOWL OF FINE RELIEF GRAIN BRIAR

DEHYDRATION TUBE

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9 POPULAR STYLES

Fashioned by M. LINKMAN & CO., Chicago



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Ask for Franklin Lamp number 245 at your local store or write for nearest dealer to FRANKLIN LAMP Mfg. Co., Inc., 3412 S. 24th, Philadelphia, Pa.

FRANKLIN LAMP

192

PICTURES TO THE EDITORS

CHERRY QUEENS, '31 & '41

Sirs

Every year the girls of Beaumont, Calif. compete for the title of queen of the town's annual Cherry Festival in June. These pictures strikingly demonstrate

the difference between the contestants of ten years ago and those preparing to take part this year

GUY BOGART

Beaumont, Calif



1931 BEAUMONT QUEENS WORE TENTLIKE DRESSES, HELD ONE CHERRY EACH



1941 QUEENS WEAR BATHING SUITS AND HOLD BUCKETS FULL OF CHERRIES



Marlin Blades save time and money. Try them yourself, today!



"Happy Slumbering"
in this Flower-Garden Gown
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A dream of a gown by Nymphorm...makers of your favorite bed-time fashions! You'll adore the cami-top bodice, the waist-slimming girdle, the yards and yards of skirt! Rose or blue flowered batiste by Pepperell. A sheer delight for cool repose. Sizes 32 to 40. About \$1.19

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148 MADISON AVENUE, NEW YORK

PICTURES TO THE EDITORS

(continued)

TRANSFORMATION

Sirs:
These pictures were taken after I had let my hair grow for four months to take part in an oldtime Settlers Reunion. The frock coat dates back to 1878; the dress is from my wife's 1941 wardrobe.

L. E. EDWARDS

McAlester, Okla.



MR. EDWARDS AS AN OLDTIME DUDE



MR. EDWARDS AS YOUNG HOUSEWIFE

HAVING TERRIBLE TIME

Sirs:
While visiting in California, I received these pictures from my husband. I thought it was a very clever way of telling me it was time to return home.

MRS. B. A. LAMBERT

Honolulu, Hawaii



BARE ICEBOX SHOWS NEED OF COOK



BED SHOWS NEED OF HOUSEKEEPER

"I'VE GOT WHAT IT TAKES TO WIN A LOVE GAME!"



← **LOUISE FLINT**, who plays a swell game of tennis, says: "I've been a fashion model for almost 4 years, and, believe me, the pace you have to set on this job is a tough one. I watch my diet and always eat nourishing foods. Such as Post's Bran Flakes. They're grand for breakfast, easy to serve, and they've got a lot of Vitamin B₁ in 'em that helps give me the energy I need!"

JOHN H. WALSH, →

Deputy Fire Chief of Floral Park, New York, says: "I've always got to be ready for any emergency. To keep myself feeling right, I eat Post's Bran Flakes regularly. They help give me the bulk I need to prevent constipation, help keep me in tiptop condition. Best of all, Post's Bran Flakes are swell-tasting, and the wife says they're mighty economical, too!"



GRAND FOR
MUFFINS TOO!
HOME-TESTED RECIPE
ON EVERY PACKAGE



← **DOROTHEA SCHMIDT**, busy receptionist and switch-board operator, says: "Mother used to have an awful time getting me to eat breakfast. There just wasn't anything I liked. But that's all changed since she got me to try Post's Bran Flakes. Gee, they're good! They've got the grandest nut-like flavor. I never knew a cereal could be so delicious. Now, by golly, I eat a big bowlful of Post's Bran Flakes 'most every morning!"



Are you getting the three extra benefits found in Post's 40% Bran Flakes?



1. YOUR DAILY BULK—

Eaten every day as a cereal or in muffins, Post's 40% Bran Flakes provide you with bran, a natural regulator, to help protect against sluggishness due to lack of bulk in your daily diet.

2. VALUABLE FOOD ESSENTIALS.

Post's Bran Flakes, made with choice parts of sun-ripened wheat, supply you with phosphorus for the

teeth and bones... iron for the blood... and Vitamin G!

3. VITAMIN B₁ GENEROUSLY ADDED.

You need Vitamin B₁ every day. Yet most modern diets do not contain enough of it. A one-ounce serving of Post's Bran Flakes with milk gives you, on the average, up to 1/4 of your minimum daily need, a third extra benefit at no extra cost. Ask your grocer for Post's Bran Flakes today!

RADIO HIT! "Portia Faces Life," Monday thru Friday, NBC Red Network. See your newspaper for time and station.

A Post Cereal made by General Foods

♪ LIFE IS SWELL ♪ WHEN YOU KEEP WELL ♪

Believe It or Not!

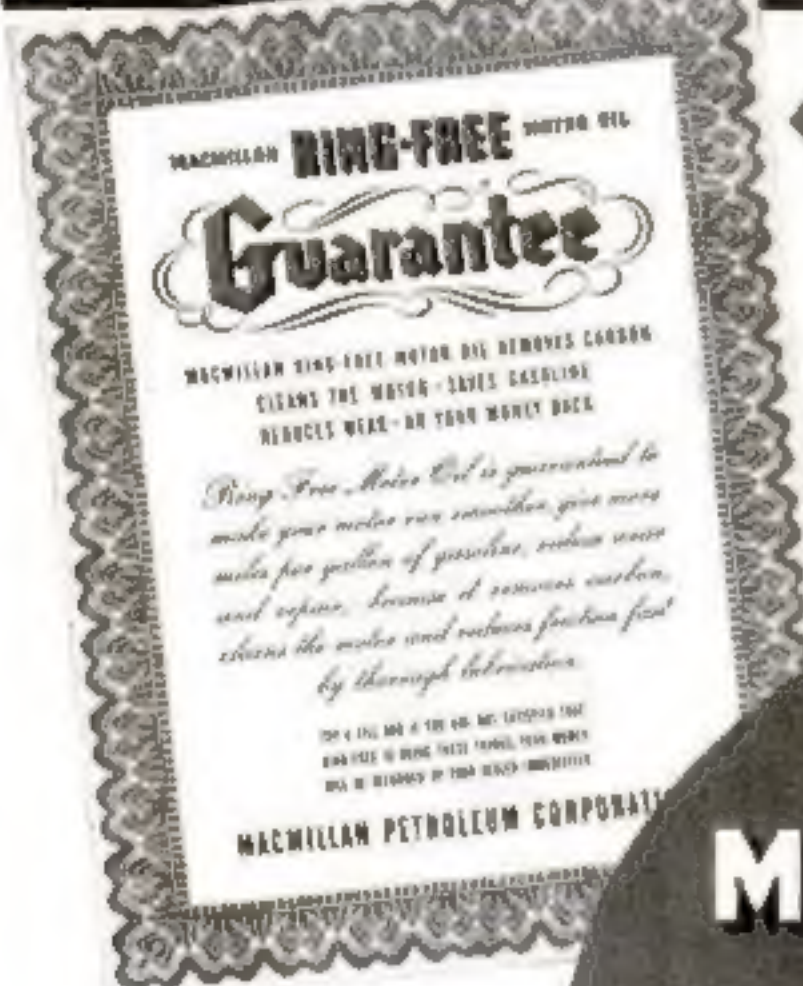
REG. U.S. PATENT OFFICE

by RIPLEY

WHEN A 16-INCH U.S. COAST DEFENSE GUN IS FIRED—THE ENERGY RELEASED BY THE CHARGE IS **EQUAL** TO THE POTENTIAL ENERGY IN **18 GALLONS OF GASOLINE!**

IMAGINE THIS TREMENDOUS ENERGY RELEASED **INSIDE** YOUR MOTOR! **NO WONDER MOTORS WEAR OUT!** THAT'S WHY YOUR CAR NEEDS AN OIL THAT REDUCES FRICTION FAST. THAT'S WHY **MACMILLAN RING-FREE** IS THE MOST-TALKED-ABOUT MOTOR OIL IN AMERICA TODAY. IT IS AMERICA'S **No. 1 FRICTION-FIGHTER!** IT—**REDUCES MOTOR WEAR AND REPAIR** **ADDS 10.3% MORE HORSEPOWER** **GIVES 1.3 MORE MILES** PER GALLON OF GAS AND—**BELIEVE IT OR NOT!**—IT **ACTUALLY REMOVES CARBON** WHILE IT'S DOING THE JOB YOU PAY FOR: **THOROUGH LUBRICATION!**

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PICTURES TO THE EDITORS

(continued)

SCHOOL FOR ONE

Sirs:

These pictures show the faculty and student body of the Log School in Cortland County, N. Y., at play and at work. Known as the Log School because the

present building was preceded by a log cabin, it has this year only one pupil, William Krebs, and one teacher, C. Robert Clark. The school will close in June, probably never to reopen.

LESTER C. HARDWICH
Cortland, N. Y.



DOG JOINS HUMAN RACE

Sirs:

This picture was taken at a recent track meet between the 21st Infantry, stationed at Wheeler Field, and the 11th Field Artillery, from Schofield Barracks, Honolulu.

During the 440-yd. run, a dog of uncertain pedigree streaked from the far end of the track, overtook the sprinters and finished in a dead heat with Sergeant Frank Weller of Wheeler Field, the winner.

CORPORAL PETER FARRIER
Honolulu, Hawaii



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Personals



by the
"BAKER CHOCOLATE
GIRL"

(One of America's Most
Famous Trade-Marks)

DO YOU KNOW the origin of the "Baker Chocolate Girl" trade-mark? It is a reproduction of the famous 18th century portrait

a romantic young Austrian prince had painted of his bride—the beautiful waitress with whom he fell in love in a Vienna "Chocolate Shop."

★ THE PAINTING—a pastel by Liotard—is less widely known today than the "Baker Chocolate Girl"! For generations, this trade-mark has been the dependable sign of super-quality in chocolate—associated in the minds of millions of people around the world with scores of their happiest eating experiences.

★ A LONG-TIME FAVORITE among the quality bar chocolates is BAKER'S GERMAN'S SWEET CHOCOLATE. This traditional product derives its name from Samuel German, the famous Dorchester chocolate expert who first developed its formula in 1852. You'll like it for lots of special cooking uses where it's handy to have a sweetened chocolate—for making luscious ice-box cakes, for instance, and quick frostings, sauces and beverages. You'll like it to eat, too!



A LIVELY NEWCOMER is BAKER'S SEMI-SWEET CHOCOLATE. It's a Jumbo bar with extra mellow flavor and smooth, creamy texture—grand to cook with if you don't eat it up first! It is absolute tops for making the new "Chocolate Chip" cookies, cakes and desserts everyone raves about, for it is made to resist oven heat so that the delicious chips of it retain their form and delightful crunchiness after baking.



WHY NOT make a note now to learn more about the variety of Baker's Chocolate Products your grocer carries?

BAKER'S

A Quality Product
for every chocolate use

Recipe for getting yourself talked about this summer

CHOCOLATE ALMOND CREAM ROLL (4 eggs)

1/2 cup sifted Swans
Down Cake Flour
1/2 teaspoon Calumet
Baking Powder
1/4 teaspoon salt
4 eggs
3/4 cup sifted sugar
1 teaspoon vanilla
2 squares Baker's Un-
sweetened Choco-
late
2 tablespoons sugar
1/4 teaspoon soda
3 tablespoons cold
water

Sift flour once, measure, add baking powder and salt, and sift together three times. Place eggs in deep bowl, add 1/4 cup sugar and beat with rotary egg beater until very thick and light. Add flour, all at once, stirring well. Add vanilla. Melt chocolate over boiling water. Remove from heat and add immediately 2 tablespoons sugar, soda, and cold water. Stir until thick and light, then fold quickly into batter until mixture is completely blended.

Turn into a 15x10-inch pan which has been greased, lined with paper to within 1/2 inch of edge, and again greased. Bake in moderate oven (375° F.) 15 minutes, or until done. Cut off crisp edges of cake and turn out on cloth; remove paper and cool just 5 minutes. Quickly spread with Almond Cream Filling, and roll as for jelly roll. Wrap in cloth and cool on rack. Cover with Glossy Chocolate Frosting (1/2 recipe, page 10 "My Party Book," offered in coupon below).

*If another baking powder is used, adjust the proportions as recommended by the manufacturers.

ALMOND CREAM FILLING

Combine 1/2 cup sugar, 4 tablespoons Swans Down Cake Flour, and 1/4 teaspoon salt in top of double boiler. Add 1 1/2 cups milk gradually, mixing thoroughly. Place over boiling water and cook 10 minutes, stirring constantly. Add small amount of hot mixture to 1 slightly beaten egg, stirring vigorously; return to double boiler and cook 2 minutes longer, stirring constantly. Add 1/4 teaspoon vanilla, 1/2 teaspoon almond extract, and 2 tablespoons butter. Cool. (All measurements are level.)

DID YOU EVER
EAT ANYTHING TO
EQUAL THIS CAKE
MABEL MAKES WITH
BAKER'S CHOCOLATE?
IT'S SO RICH-FLAVORED,
YET LIGHT—JUST
RIGHT FOR SUMMER!



EASY VARIATION! CHOCOLATE TIER CAKE



Use recipe for Chocolate Almond Cream Roll (above). Bake and cool as directed. When cool, cut in half lengthwise, then crosswise. Spread three of quarters evenly with 1 cup cream, whipped, sweetened, and flavored with vanilla. Put together as a four-layer cake, matching edges and placing plain layer on top. Spread top with Glossy Chocolate Frosting (1/2 recipe, page 10 "My Party Book"). Serves 8.

Why it's important to use

BAKER'S CHOCOLATE

in this delicious summer dessert cake

The foamy, melt-in-your-mouth texture of this cake, combined with a moist sponginess which makes it easy to roll and keeps it fresh tasting... rich, real chocolate color... rich, real chocolate flavor... these are the qualities which make it so right for summer serving! For success with it use BAKER'S CHOCOLATE, because Baker's is made from cocoa beans especially selected for flavor. And it is nothing but these choice cocoa beans crushed and molded, with none of their luscious richness removed—nothing else added.



Free! "My Party Book" of 50 wonderful cake, frosting, dessert and refreshment recipes from the BAKER'S CHOCOLATE KITCHENS. Address GENERAL FOODS, BATTLE CREEK, MICH. 120-0-2-43

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THE THING!



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Camels; they burn
slower and smoke
Extra Mild"**

—Right, Ben Hogan!

The *smoke* of slower-burning Camels
gives you

28% Less Nicotine

than the average of the 4 other
largest-selling brands tested—less than
any of them—according to independent
scientific tests of the *smoke* itself

135 POUNDS—but they say he has the greatest swing in golf. And to champion Ben Hogan, Camel's extra mildness is mighty important. Important to any smoker... because this extra mildness is in the *smoke* itself. After all, it's the *smoke* you smoke.

And Camels give you less nicotine in the smoke than any of the other 4 largest-selling brands tested... 28% *less* than the average of the other brands. Even if you are only an occasional smoker, you'll find Camel's extra mildness—extra freedom from nicotine in the smoke—can add to your smoking enjoyment. Switch to Camels *now!*

**"Extra Flavor
always hits the spot.
That's why I don't tire
of smoking Camels"**

**"And Camels smoke
so much
Cooler, too!"**



**"Liking Camels the way I do,
it's swell to get that EXTRA
SMOKING PER PACK.
That's ECONOMY!"**



BY BURNING 25% SLOWER than the average
of the 4 other largest-selling brands tested—*slower*
than any of them—Camels also give you a smoking
plus equal, on the average, to

5 EXTRA SMOKES PER PACK!

For even greater economy and convenience, get
Camels by the carton at attractive carton prices.



"THAT CAMEL FLAVOR is something very special," says Ben Hogan (*above*). Yes, too-fast burning in a cigarette dulls flavor and fragrance. The costlier tobaccos in Camels burn slower, give you a cooler, more flavorful smoke... and *less* nicotine (see *above*).

Camel

the cigarette of Costlier Tobaccos